The Alberta AIDS Survey

December, 1987

Alberta

COMMUNITY AND
OCCUPATIONAL HEALTH

Foreword

This report was commissioned by Alberta Community and Occupational Health and carried out by Quality Control Research of Edmonton. The interpretations and conclusions drawn in this final report are those of Quality Control, and not necessarily those of Community and Occupational Health.

The complete data are available for public borrowing at the Community and Occupational Health Library, 5th floor Donsdale Place, 10709 Jasper Avenue Edmonton, Alta. T5J 3N3, (403)427-3530 or may be purchased directly from Quality Control Research.

The Community and Occupational Health Library is the government's central source of reference material on AIDS. The public and health practitioners are encouraged to use this material.

Additional copies of this report may be obtained from the Communications branch of Community and Occupational Health, 3rd floor, Seventh Street Plaza, 10030 - 107 St., Edmonton. Alta. T5J 3E4.

RESULTS OF A STUDY
AMONG ALBERTAN ADULTS AND TEENS
ON THE SUBJECT OF
AIDS AND HIV INFECTION

- FINAL REPORT -

Prepared for: Scali, McCabe, Sloves

&

Alberta Community and

Occupational Health

Prepared by: Quality Control Research Inc.

JANUARY 29, 1988

TABLE OF CONTENTS

Page

EXECUTIVE SUMMARY.....(i-iii)

INTRODUCTION AND OBJECTIVES..... 1

METHODOLOGY..... 3
1. Sampling..... 3
2. Questionnaire Design..... 4
3. Fieldwork..... 4
4. Data Analysis..... 5
5. Demographic Profile of Adult Respondents..... 6
6. Demographic Profile of Teen Respondents..... 8

MAJOR FINDINGS..... 11

PART A: RESULTS OF SURVEY OF ADULT ALBERTANS..... 11

SECTION I: PUBLIC CONCERN OR FEAR ABOUT AIDS..... 11
1. Top-of-Mind Health Concerns..... 11
2. Level of Concern About Selected Health Issues..... 12
3. Fear About Contracting AIDS..... 15

SECTION II: ADULT ALBERTANS' KNOWLEDGE ON THE SUBJECT OF AIDS..... 17
1. Knowledge of the Disease AIDS..... 17
2. Knowledge of the HIV..... 18
3. Knowledge of the Effects of HIV Infection..... 20
4. Knowledge of Routes of HIV Transmission..... 23
5. Knowledge of Risk Behaviours..... 28
6. Albertans' Reported Level of Knowledge on the Subject of AIDS..... 33

SECTION III: REPORTED CHANGE IN SEXUAL HABITS..... 36

SECTION IV: ATTITUDES TOWARDS SELECTED AIDS ISSUES..... 39

SECTION V: ALBERTANS' INFORMATION REQUIREMENTS ON THE SUBJECT OF AIDS..... 47
1. Where Albertans Have Recently Gone for Information or Advice About Health Issues..... 47
2. Who Albertans Have Been in Contact with for Information or Advice About AIDS..... 48
3. Where Albertans Have Seen or Heard Information About AIDS..... 51
4. Level of Need for Additional Information About AIDS.. 53
5. AIDS Information Desired by Adult Albertans..... 55
6. Who Albertans Would Talk to About AIDS..... 60
7. Potential Sponsors for AIDS Information..... 61
8. How to Provide AIDS Information to Children..... 62

(Continued Next Page)

TABLE OF CONTENTS (CONTINUED)

Page

PART B: RESULTS OF SURVEY OF TEEN ALBERTANS..... 64

SECTION I: PUBLIC CONCERN OR FEAR ABOUT AIDS AMONG TEENS.... 64
1. Top-of-Mind Health Concerns of Teens..... 64
2. Level of Concern About Selected Health Issues..... 65
3. Fear About Contracting AIDS..... 68

SECTION II: TEEN ALBERTANS' KNOWLEDGE ON THE SUBJECT OF AIDS..... 70
1. Knowledge of the Disease AIDS..... 70
2. Knowledge of the HIV..... 71
3. Knowledge of the Effects of HIV Infection..... 73
4. Knowledge of Routes of HIV Transmission..... 76
5. Knowledge of Risk Behaviours..... 80
6. Teens' Reported Level of Knowledge on the Subject of AIDS..... 85

SECTION III: REPORTED CHANGE IN SEXUAL HABITS..... 88

SECTION IV: ATTITUDES TOWARDS SELECTED AIDS ISSUES..... 89

SECTION V: TEENS' INFORMATION REQUIREMENTS ON THE SUBJECT OF AIDS..... 91
1. Where Teens Have Recently Gone for Information or Advice About Health Issues..... 91
2. Who Teens Have Been in Contact with for Information or Advice About AIDS..... 92
3. Where Teens Have Seen or Heard Information About AIDS..... 94
4. Level of Need for Additional Information About AIDS.. 96
5. AIDS Information Desired by Teen Albertans..... 98
6. Who Teens Would Talk to About AIDS..... 99
7. Possible Sponsors for AIDS Information..... 100

APPENDIX - QUESTIONNAIRES

APPENDIX - DETAILED TABLES (under separate cover)

EXECUTIVE SUMMARY

Major findings of a survey on the subject of AIDS among 1,000 adults and 500 teens throughout Alberta, were as follows:

Level of Public Concern or Fear About AIDS

AIDS is the top-of-mind health concern of 49 percent of adults and 71 percent of teens. Seventy-three percent of adults and 82 percent of teens are extremely or very concerned about AIDS. Thirteen percent of adults and 24 percent of teens are extremely or very afraid that themselves, or someone close to them will get AIDS.

Knowledge on the Subject of AIDS

Albertan teens and adults had high levels of knowledge (at least 93%) of three of the main routes of transmission of the virus, namely through sexual contact, from receiving a blood transfusion, blood products or an organ donation and from sharing intravenous drug equipment. Knowledge levels were somewhat lower about transmission from mother to baby during pregnancy (82% among adults and 74% of teens). Thirty percent of adults and 41 percent of teens require additional information about whether or not you can catch the virus from mosquitos. Additional information is required about whether you can catch the virus from kissing (25% of adults think yes as do 31% of teens). Many Albertans need information about whether or not you can catch the virus when donating blood (45% of adults and 57% of teens), and many think it is possible to catch the virus by caring for an AIDS patient (28% of adults and 17% of teens).

Albertans had a high degree of knowledge of high risk behaviours. The majority of adults and teens consider it dangerous if a person has had two or three different sexual partners over the past five years. There is a high level of knowledge that the use of a condom reduces the level of risk.

Most Albertans disagreed (at least 94% of both teens and adults) that "Women cannot get AIDS through sexual intercourse" and that "Men who have sex with men are the only ones who get AIDS through sex", so there is little room for further increasing Albertans' level of knowledge on these topics. There is, however a need to increase Albertans' level of knowledge that "Bodily fluids must be exchanged in order to catch the virus that causes AIDS" as 14 percent of adults and 33 percent of teens did not know this fact.

When asked how informed they felt about AIDS, only 11 percent of adults and 13 percent of teens felt very well informed.

Reported Change in Sexual Habits

One in four adults and one in three teens strongly agreed that "The threat of AIDS has caused you to change your sexual habits". The greater the level of fear about themselves or someone close to them getting AIDS, the higher the level of agreement that they have changed their sexual habits. Fear of AIDS appears to have helped motivate a change in Albertans' sexual habits. Those who were single reported higher levels of agreement with this statement and the younger the adult, the more likely to agree, with teens reporting the highest level of change in sexual habits.

Attitudes Towards Selected AIDS Issues

The plurality of adult Albertans (45%) felt that testing should be completely voluntary, 29 percent felt that everyone should be tested and 23 percent felt that only certain groups should be tested.

While 92 percent of both adults and teens agreed that "People must not donate blood if they think they might be infected with the virus that causes AIDS", those most likely to disagree, that is, those most likely to go the the Red Cross if they think they might be infected with the virus were: 1) males, 18 to 24 years of age (12% disagreed); 2) those who are single (10% disagreed); 3) adults living in households with teens aged 16 to 17 years of age (12% disagreed) and; 4) those who neither strongly agreed nor strongly disagreed that they had changed their sexual habits because of the threat of AIDS (11% disagreed). These findings give cause for alarm about the continued safety of our blood supply and they support the practice of stringent screening of all people going to donate blood.

Ninety-one percent of adults and 87 percent of teens agreed that "Public health officials should locate and test anyone who may have had sex with someone who has tested positive for the HIV virus".

Eighty percent of adults and 74 percent of teens agreed that "Couples should be tested for AIDS before they get married".

Seventeen percent of adults and 28 percent of teens disagreed that they "would feel safe if a home for AIDS patients is located in your neighborhood".

Over seventy percent of adults and over 90 percent of teens support keeping test results confidential with the patient.

A substantial proportion of both adults and teens (41%) agreed that "Because of AIDS a career in the health profession can be too risky".

Twenty-eight percent of adults and 32 percent of teens agreed that AIDS patients should be quarantined so they are not in contact with the general public.

Albertan's Information Requirements on the Subject of AIDS

Over the past three months 74 percent of adults and 61 percent of teens have not gone anywhere for information or advice about a health issue and only eight percent of adults and eighteen percent of teens have been in contact with someone for information or advice about AIDS. Because of the low level of active search for information on health issues and on AIDS, mass media may be required to "bring the necessary messages to the people".

When asked where they have gone for information or advice about health issues or AIDS, respondents provided long lists of different sources. A central administrative body for disseminating information to these sources may be required.

Ninety-six percent of Albertans have seen television messages about AIDS, 83 percent of adults and 77 percent of teens have seen messages in newspapers, 72 percent of adults and 62 percent of teens have heard messages on the radio, magazine messages have reached 71 percent of adults and 77 percent of teens and 53 percent of adults and 69 percent of teens have read a pamphlet or brochure. Half of Albertans have received information from friends, 56 percent of parents have provided information to their teens (as reported by teens), 73 percent of teens and 21 percent of adults have received information about AIDS from educators or teachers, and 28 percent of both adults and teens have had information from health professionals such as doctors or nurses. Mass media, particularly television, is a faster, more efficient means of distributing information to all Albertans.

The need for information about AIDS is massive as 96 percent of adults and 95 percent of teens said it was very necessary to inform the general public about AIDS, its causes and its methods of prevention. Over 90 percent of Albertans said that sexually explicit information about AIDS should be available in junior and senior high schools. Every source mentioned, including radio and television, was an appropriate source for sexually explicit information about AIDS.

The majority of Albertans, both adults and teens, wanted information on all the following topics: 1) how a person knows if they have AIDS; 2) how the HIV virus is spread; 3) the cause of AIDS; 4) how to protect yourself from HIV infection; 5) safer sexual habits; 6) treatment and care of AIDS patients and; 7) confidential counselling and testing for infection with the HIV virus.

Eighty-eight percent of adults and 48 percent of teens (the most frequently mentioned source for both groups) would go to a medical doctor if they wanted to talk to someone about AIDS or HIV infection. A sponsor for AIDS information might best be a professional medical organization or group.

Lastly, among the 91 percent of parents who wanted their children to have more information about AIDS, on an unaided basis, 65 percent said that the schools or teachers should provide their children with that information and 58 percents said that parents themselves should provide it.

INTRODUCTION AND OBJECTIVES

This report presents the findings of a study among Albertan adults and teens on the subject of AIDS and HIV infection. Two surveys were conducted -- one among adults across the province and one among teens throughout Alberta.

Quality Control Research Inc. conducted these surveys on behalf of Scali, McCabe, Sloves and Alberta Community and Occupational Health, as part of an initiative to increase the public's understanding of HIV infection and AIDS and to encourage the public to adopt lifestyles free of infection and without unnecessary fear.

The specific research objectives addressed in both surveys included:

- To measure the level of public concern or fear about AIDS.
- To measure public knowledge of the disease AIDS, of the infectious agent (HIV), of the routes of transmission of the HIV virus and of risk behaviours.
- To determine reported levels of change in sexual habits.

- To assess attitudes and perceptions towards selected AIDS and HIV infection prevention issues.

- To determine the information requirements of Albertans on the subject of AIDS and HIV infection.

In the next section of this report we describe the methodology used to achieve the above objectives. Included in the methodology section are demographic profiles of the adults and teens who participated in the study. In the subsequent section we present the findings of the survey of adult Albertans, followed by the findings of the survey of teen Albertans.

TABLE 1

SURVEY SAMPLES STRATIFIED BY CENSUS DIVISION

Census Division	Survey of Adults (N=1,000) %	Survey of Teens (N=500) %
01	2	2
02	5	5
03	2	2
04	1	.4
05	2	2
06	30	27
07	2	2
08	5	5
09	1	1
10	3	4
11	34	33
12	2	2
13	2	3
14	1	1
15	1	1
16	2	3
17	2	3
18	1	1
19	3	4
	100	100

METHODOLOGY

1. Sampling

Two telephone surveys were conducted by Quality Control Research Inc. and independent samples were drawn for each survey, as follows:

a) A survey of a random sample of 1,000 adult Albertans from throughout the province. As shown in Table 1, the sample was stratified by census division on the basis of the most recent population statistics (Census Canada 1986, Statistics Canada). Only one respondent per household was interviewed, and quotas were established to ensure equal proportions of males and females.

b) A survey of a random sample of 500 teen Albertans from throughout the province. Again, the sample was stratified on the basis of estimates of the population of teens in each provincial census division (Census Canada 1986, Statistics Canada). Only one respondent per household was interviewed, and quotas were established to ensure representative proportions of males and females. Prior to interviewing a teen about AIDS, parental permission was essential, unless the teen no longer lived with a parent or guardian.

2. Questionnaire Design

Quality Control Research Inc. designed draft survey instruments for the surveys, in conjunction with representatives of Scali, McCabe, Sloves and the AIDS Media Group, Alberta Community and Occupational Health.

To test the draft instruments, in-depth interviews were conducted among a random sample of 16 adults and 14 teens residing in Edmonton, Camrose and Innisfail. During these interviews, field conditions were simulated, that is, interviews were conducted by phone, with the exception that the respondent was debriefed in-person to identify misunderstandings, item ambiguity, sensitivities to question wording as well as additional questions that they felt would be appropriate. The instruments were finalized on the basis of the findings of this qualitative phase of the research and the finalized questionnaires were then thoroughly pretested under actual field conditions. Copies of the questionnaires are appended to this report.

3. Fieldwork

All interviews with adults and teens were conducted from November 22 to December 17, 1987 by Quality Control Research Inc. from our central location facilities in Calgary and Edmonton. All completed questionnaires were edited for accuracy and completeness and ten percent of each interviewer's work was routinely validated by our supervisory personnel.

4. Data Analysis

Project management developed a coding manual for all open-ended questions. All coding and data entry was checked and verified and the data file was then tested for accuracy and consistency. The form of analysis was crosstabulation, and detailed tables have been provided under separate cover.

When reading the results, the reader should keep in mind the sample error tolerances associated with the size of the entire sample of adults (1,000), the entire sample of teens (500), and the size of various sample subgroups presented in Tables 2, 3 and 4. Below is a chart for estimating the sampling error associated with a particular result (at the 95 percent confidence level):

SAMPLING ERROR CHART

Percentage Reported		Sample Size					
		100	200	300	400	500	1,000
50%	±	10.0%	7.1%	5.8%	5.0%	4.5%	3.2%
60% or 40%	±	9.8%	6.9%	5.7%	4.9%	4.4%	3.1%
70% or 30%	±	9.2%	6.5%	5.3%	4.6%	4.1%	2.9%
80% or 20%	±	8.0%	5.7%	4.6%	4.0%	3.6%	2.5%
90% or 10%	±	6.0%	4.2%	3.5%	3.0%	2.7%	1.9%

TABLE 2

PROFILE OF ADULT RESPONDENTS
(N=1,000)

	%	N
Sex of Respondent		
Male	50	501
Female	50	499
	100	1,000
Age of Respondent		
18 - 24 years	20	203
25 - 29 years	18	181
30 - 39 years	28	278
40 - 49 years	14	140
50 - 59 years	9	85
60 or more	11	113
	100	1,000
Age / Sex		
Males 18 - 29 years	20	197
Females 18 - 29 years	19	187
Males 30 - 49 years	22	219
Females 30 - 49 years	20	199
Males 50 and over	9	85
Females 50 and over	11	113
	100	1,000
Location		
Edmonton	31	309
Calgary	28	280
Red Deer	3	29
Lethbridge	3	28
Medicine Hat	2	17
Other Northern Alberta	20	198
Other Southern Alberta	14	139
	100	1,000

(Continued)

5. Demographic Profile of Adult Respondents

On the following pages (Table 2) are the demographic characteristics of the random and representative sample of 1,000 adult respondents. As shown, half were male and half were female. Twenty percent were 18 to 24 years of age, 18 percent were 25 to 29 years old, 28 percent were 30 to 39 years, 14 percent were 40 to 49 years, nine percent were 50 to 59 years and the remaining 11 percent were 60 years of age or older. Table 2 also presents the proportions of younger versus older females and younger versus older males (see AGE/SEX).

Fifty-nine percent of respondents lived in Edmonton (31%) and Calgary (28%), eight percent lived in Red Deer, Lethbridge and Medicine Hat, 20 percent lived in other northern areas of the province within Census Divisions 10 through 14 and 16 through 19. The remaining 14 percent lived in other southern areas of the province defined by Census Divisions 1 through 9 and 15.

Ten percent of respondents have lived in Alberta for five 5 years or less, 11 percent for 6 to 10 years, 19 percent for 11 to 20 years and the remaining 60 percent have lived in Alberta for over 20 years.

Fifty-eight percent were married (includes common-law), 29 percent were single, nine percent were divorced or separated, and 5 percent were widowed.

TABLE 2
(Continued)

PROFILE OF ADULT RESPONDENTS
(N=1,000)

	%	N
Years Lived in Alberta		
5 years or less	10	100
6 to 10 years	11	113
11 to 20 years	19	191
21 to 30 years	28	283
31 to 40 years	15	149
41 to 50 years	6	63
51 to 60 years	5	54
Over 60 years	5	47
	100	1,000
Marital Status		
Single	29	291
Married	54	537
Divorced/Separated	9	85
Widowed	5	49
Common-law	4	38
	100	1,000
Children in Household		
Yes	45	446
No	55	554
	100	1,000
Children 12 & Under		
Yes	37	365
No	64	635
	100	1,000

(Continued)

TABLE 2
(Continued)

PROFILE OF ADULT RESPONDENTS
(N=1,000)

	%	N
Children 13 to 15 Years		
Yes	10	99
No	90	901
	100	
Children 16 & 17 Years		
Yes	8	75
No	93	925
	100	1,000
Highest Level of Education		
Less than high school	18	175
High school	35	349
Some college/university	19	186
Vocational/technical training after high school	9	85
Degree or post-graduate degree	20	203
Refused	-	2
	100	1,000
Household Income		
Under $10,000	9	87
$10,000 - $19,999	15	150
$20,000 - $29,999	19	188
$30,000 - $39,999	17	168
$40,000 - $49,999	15	146
$50,000 or more	17	169
Refused	9	92
	100	1,000

(Continued)

TABLE 2
(Continued)

PROFILE OF ADULT RESPONDENTS
(N=1,000)

	%	N
Religious Denomination		
Protestant	54	539
Catholic	26	264
Other	13	133
Refused	6	64
	100	1,000

Children under 18 years of age can be found in 45 percent of respondent households. Thirty-seven percent of households have children under 13 years of age, 10 percent have teens 13 to 15 years of age and eight percent have teens 16 to 17 years old.

With respect to the highest level of education completed by respondents, 18 percent did not complete high school, 35 percent did complete high school, 19 percent had some college or university, nine percent had some vocational or technical training after high school and one in five (20%) had a degree or post-graduate degree.

Twenty-four percent of households earned under $20,000 per year, 36 percent earned $20,000 to $39,999 and 32 percent earned $40,000 or more per year. Nine percent of respondents did not provide their level of income.

Approximately 54 percent of respondents described themselves as Protestants, 26 percent said they were Catholic, thirteen percent mentioned other religious denominations or faiths and the remaining six percent did not provide a response.

TABLE 3

COMPARISON OF TEEN RESPONDENTS VERSUS TEEN NON-RESPONDENTS

	Respondents		Non-respondents
	Number	Percent	(N=155) %
Age of Teen			
13 years	90	18	23
14 years	106	21	23
15 years	98	20	18
16 years	110	22	19
17 years	96	19	17
	500	100	100
Sex of Parent			
Male	184	37	41
Female	308	63	59
	492	100	100

6. Demographic Profile of Teen Respondents

Parental permission was required to interview a teen respondent and to assess the representativeness of the final sample of teen respondents, we tallied the age of the teen as well as the sex of the parent in those households where permission was not granted. As shown in Table 3, 155 parents or guardians did not grant permission, while 500 did. Therefore, about one in four parents did not allow us to talk to their teen. The age of the teen and the sex of the parent were not major factors in parents' decision about whether or not we could talk with their teen about AIDS as there is little difference in the profiles of respondents versus non-respondents. Our final sample of teen respondents appears highly representative with respect to age, and, as quotas were established for geographic location and sex, it is also representative with respect to those variables. Why some parents granted permission while others did not remains unexplained by the data.

Table 4 presents the other demographic characteristics of the 500 teens interviewed.

As shown, 51 percent were male and 49 percent were female.

TABLE 4

PROFILE OF TEEN RESPONDENTS
(N=500)

	Percent of Teens %	Number of Teens N
Sex of Teen		
Male	51	257
Female	49	243
	100	500
Age of Teen		
13	18	90
14	21	106
15	20	98
16	22	110
17	19	96
	100	500
Age / Sex		
Males 13 - 15 years	29	145
Females 13 - 15 years	30	149
Males 16 - 17 years	22	112
Females 16 - 17 years	19	94
	100	500
Location		
Edmonton	30	148
Calgary	25	127
Red Deer	3	15
Lethbridge	3	16
Medicine Hat	2	8
Other Northern Alberta	23	114
Other Southern Alberta	14	72
	100	500

(Continued)

Thirty percent lived in Edmonton, one-quarter (25%) lived in Calgary, eight percent lived in Red Deer, Lethbridge and Medicine Hat, 23 percent lived in other areas of northern Alberta (Census Divisions 10 - 14, 16 - 19) and 14 percent lived in other areas of southern Alberta (Census Divisions 1 - 9, 15).

Twenty-nine percent were males, 13 to 15 years old, 30 percent were females 13 to 15 years old, 22 percent were males, 16 to 17 years old and the remaining 19 percent were 16 to 17 year old females.

Eleven percent of teens had lived in Alberta for five years or less, 17 percent were residents for 6 to 10 years and 72 percent had lived in Alberta most of their lives.

The profile by grade at school shows that 41 percent of respondents were in junior high school (Grades 7 to 9), 55 percent were in high school (Grades 10 to 12), and four percent were no longer in school or were attending university.

TABLE 4
(Continued)

PROFILE OF TEEN RESPONDENTS
(N=500)

	Percent of Teens %	Number of Teens N
Years Lived in Alberta		
5 years or less	11	57
6 to 10 years	17	85
11 Years or more	72	358
	100	500
Grade in School		
Grade 7	3	17
Grade 8	18	90
Grade 9	20	99
Grade 10	21	105
Grade 11	20	100
Grade 12	14	69
Not in school	3	16
University/College	1	4
	100	500
Household Income (as reported by Parent/Guardian)		
Under $10,000	4	18
$10,000 - $19,999	10	51
$20,000 - $29,999	14	70
$30,000 - $39,999	19	97
$40,000 - $49,999	16	82
$50,000 or more	20	101
Refused	16	81
	100	500
Religious Denomination		
Protestant	41	206
Catholic	31	154
Other	23	117
Refused	5	23
	100	500

Prior to interviewing the teen, the parent or guardian was asked to indicate their level of household income. As shown, the income level in teen households tended to be somewhat higher on average than it was in adult households (See Table 2). It should be noted that parents of teens were asked this question following their brief introduction to the survey with teens and the refusal rate was much higher than when we asked the same question at the end of the adult survey interview. This suggests that the interview helped generate greater trust and willingness to respond.

Finally, Table 4 also shows the religious denominations reported by teen respondents. Forty-one percent described themselves as Protestant, 31 percent said Catholic, 23 percent mentioned other religious denominations or faiths and five percent did not provide a response.

TABLE 5

TOP-OF-MIND HEALTH CONCERNS
(N=1,000)

	Total Mentions as a Percent of Respondents (N=1,000)
AIDS	49
Cancer	11
Cutbacks in healthcare funding	6
Alberta's healthcare system/Medicare	4
Heart disease	4
Smoking	3
Air pollution	1
General health	1
Other (less than 10 mentions per item)	13
None	4
Do not know / Not stated	6
	102 *

* Does not total 100 percent due to multiple mentions

MAJOR FINDINGS

PART A. RESULTS OF SURVEY OF ADULT ALBERTANS

SECTION I. PUBLIC CONCERN OR FEAR ABOUT AIDS

1. Top-of-Mind Health Concerns

To assess the level of top-of-mind awareness of various health issues, the first question asked was "At the present time, there are a variety of different health issues or problems of concern to the public. Which health issue or problem first comes to mind?". As shown in Table 5, one out of two Albertans (49%) mentioned AIDS. AIDS was mentioned over four times more often than cancer (11% mentioned cancer). Cutbacks in healthcare funding and Alberta's healthcare system were mentioned by 10 percent of Albertans. Other health issues or problems had a frequency of mention of less than five percent.

In analyzing the detailed tables, AIDS was most likely to be mentioned by respondents 18 to 29 years of age (60% mentioned AIDS). The frequency of mention declined dramatically with age (47% among those 30 to 49 years, 38% among those 50 to 59 years and 27% among those 60 years of age or over). Despite this, every age group mentioned AIDS more often than any other health issue. AIDS is definitely the "Number 1 Health Issue" being faced by Albertans today.

TABLE 6

CONCERN ABOUT SELECTED HEALTH ISSUES
(N=1,000)

	Extremely Concerned %	Very Concerned %	Somewhat Concerned %	Not at all Concerned %	Do not Know %	Mean Rating
The disease Acquired Immune Deficiency Syndrome commonly known as AIDS.....	33	40	19	7	0	2.00
Alcohol and drug abuse.....	19	45	27	9	0	2.25
Sexually transmitted diseases.....	20	36	31	13	0	2.36
Automobile and traffic accidents..	15	41	36	9	0	2.39
Prevention of suicides.....	15	36	35	14	1	2.48
Unwanted teenage pregnancies.....	12	35	37	15	0	2.55
Mental health.....	10	27	46	17	1	2.70

* On a scale from 1 to 4 where "1" means "extremely concerned", "2" means "very concerned", "3" means "somewhat concerned" and "4" means "not at all concerned".

2. Level of Concern About Selected Health Issues

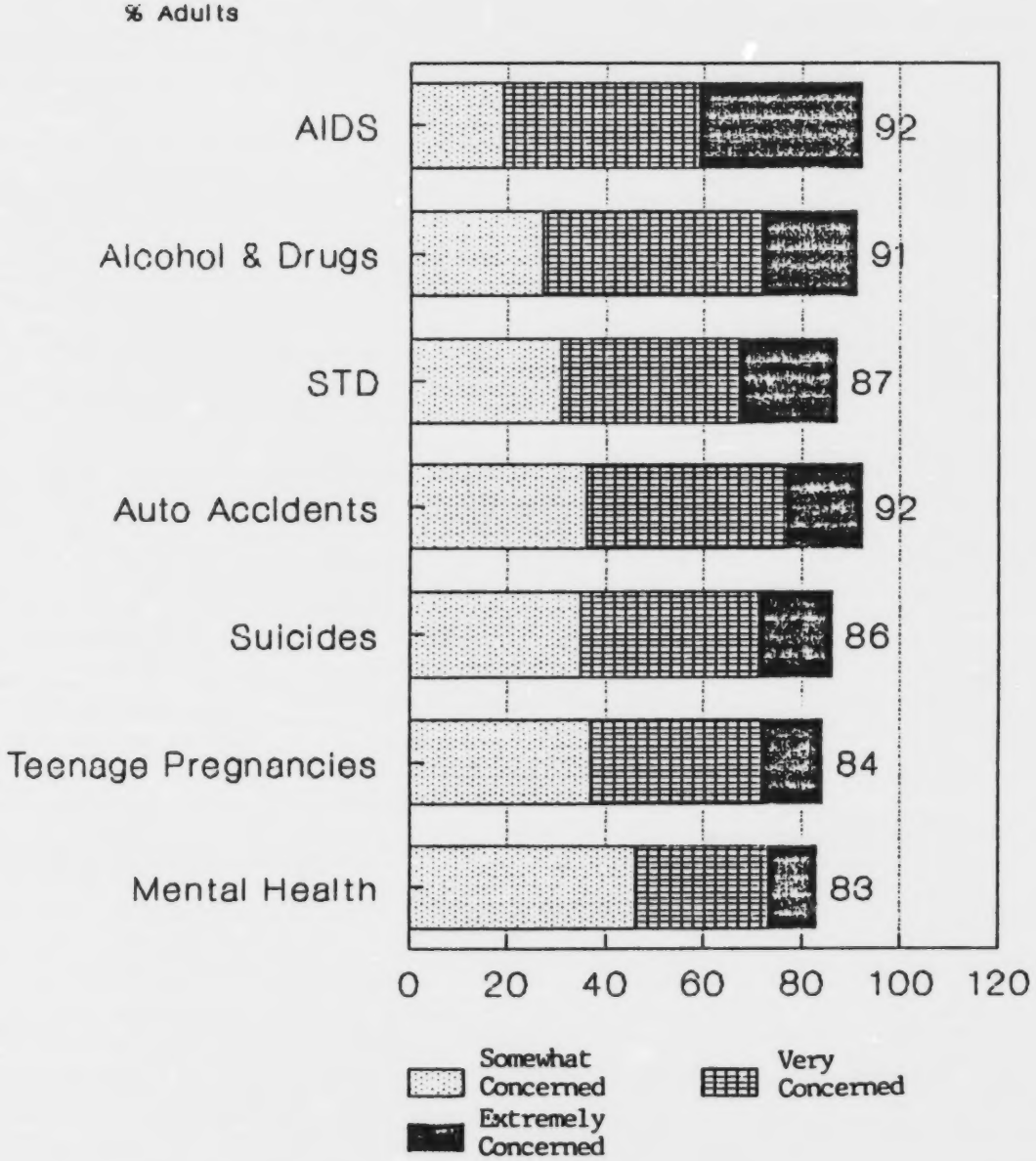
Next respondents were asked to rate their level of concern about seven selected health issues. Among the issues shown in Table 6 and Figure 1, AIDS was of greatest concern. Almost three out of four Albertans (73%) were extremely or very concerned about AIDS. The level of concern about AIDS remained high regardless of age (at least two-thirds of every age group were extremely or very concerned about AIDS). Females expressed somewhat more concern than did males (78% of females were extremely or very concerned versus 69% of males). Females, 18 to 29 years old expressed the highest level of concern overall (80% were extremely or very concerned about AIDS).

The next selected health issue of concern to the public was "alcohol and drug abuse". Sixty-four percent of adults were extremely or very concerned about this issue. Concern was highest among females 30 years of age or older (75% were extremely or very concerned) and lowest among males 18 to 29 years of age (55% were extremely or very concerned).

"Sexually transmitted diseases" ranked third among the seven issues with 56 percent being extremely or very concerned about this issue. As AIDS is primarily a sexually transmitted disease, the high concern about this issue could be a reflection of the public's knowledge of that fact. Also, it should be noted that a major media campaign about sexually transmitted diseases was being conducted in Alberta at the time this survey went to field.

FIGURE 1

CONCERN ABOUT HEALTH ISSUES



Concern about sexually transmitted diseases was somewhat higher among females, regardless of age (59% were extremely or very concerned about STDs) as well as among males 18 to 29 years old (59% were extremely or very concerned about STDs). Males 30 years of age or older expressed the lowest level of concern (48% were extremely or very concerned). The highest level of concern about STDs across all subgroups of respondents was among respondents living in Lethbridge, Medicine Hat and Red Deer (74% were extremely or very concerned about STDs).

The fourth issue of concern to the public was "automobile and traffic accidents" (56% were extremely or very concerned about this issue). The level of concern tended to increase with age (51% among those 18 to 24 years old versus 67% among those 50 years of age or older). Females (62%) expressed more concern than did males (49%). The higher the level of education or the higher the level of household income, the lower the level of concern about automobile and traffic accidents.

"Prevention of suicides" was the fifth health issue with 51 percent of respondents being extremely or very concerned about that issue. Concern was higher among females (57%) than among males (45%) with the highest level overall among females, 18 to 29 years of age (60% were extremely or very concerned). The higher the level of household income, the lower the level of concern about this issue (60% among those with under $20,000 per year versus 44% among those with $40,000 or more per year).

TABLE 7

HEALTH ISSUE OF MOST CONCERN
(N=1,000)

	%
The disease Acquired Immune Deficiency Syndrome commonly known as AIDS	50
Alcohol and drug abuse	18
Automobile and traffic accidents	13
Prevention of suicides	5
Unwanted teenage pregnancies	5
Sexually transmitted diseases	4
Mental health	4
Do not know	1
	100

Forty-seven percent were extremely or very concerned about "unwanted teenage pregnancies". Concern was higher among females (55%) than among males (40%). The highest level of concern across all subgroups of respondents was among females, 30 to 49 years of age.

Finally, 37 percent were extremely or very concerned about "mental health". Concern was highest among those in households with under $20,000 per year (50% were extremely or very concerned) and lowest among males, 18 to 29 years old (30% were extremely or very concerned).

When asked which of these seven issues they were most concerned about (See Table 7), AIDS was mentioned by half of all respondents, followed by "alcohol and drug abuse" (18%) and "automobile and traffic accidents" (13%). All subgroups of respondents were most concerned about AIDS (at least 42% of each group mentioned AIDS).

TABLE 8

LEVEL OF FEAR ABOUT
"YOU OR SOMEONE CLOSE TO YOU" GETTING AIDS

Q. How afraid are you that you or someone close to you will get AIDS?

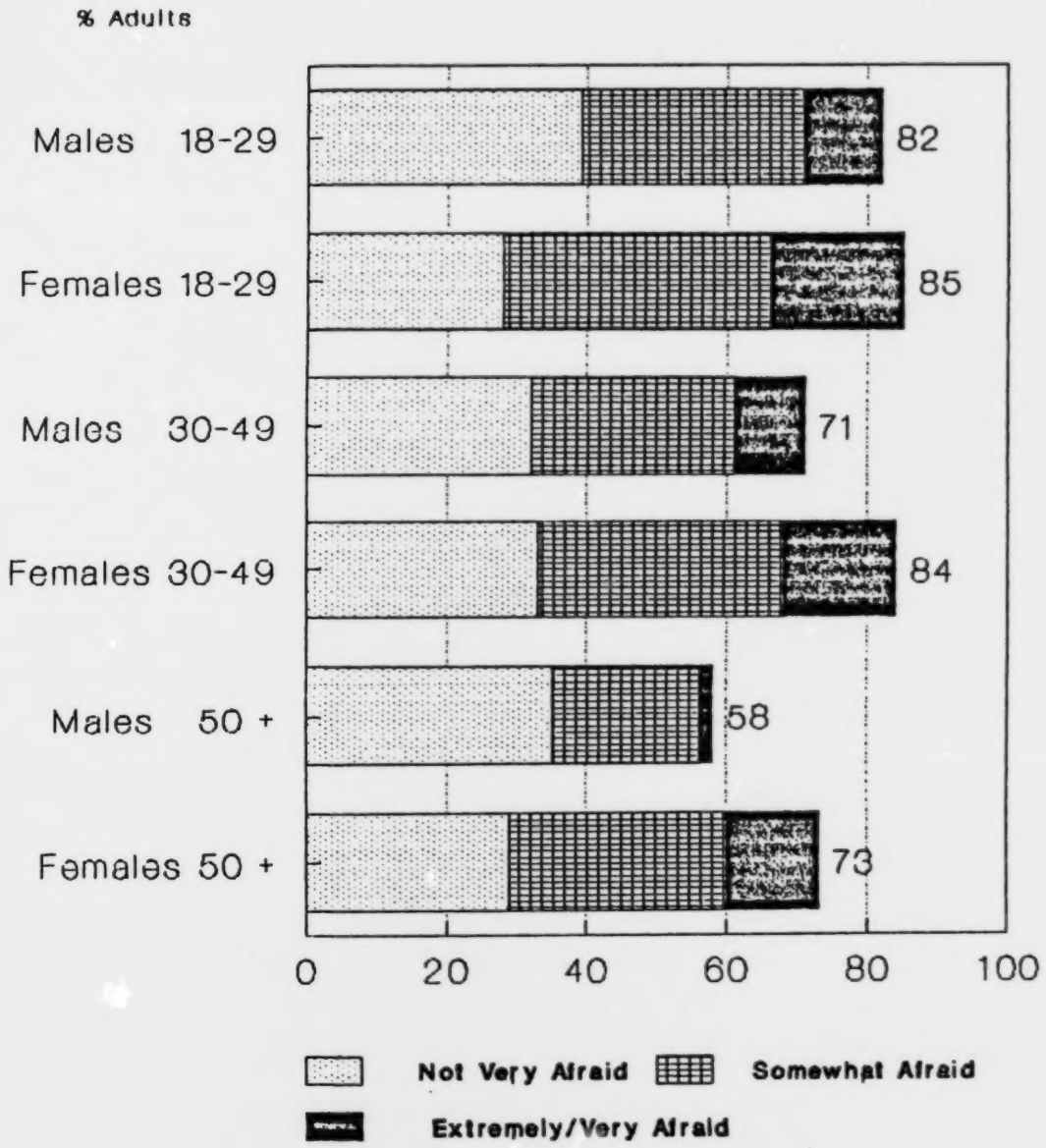
	All Adults (N=1,000) %	Males (N=501) %	Females (N=499) %
Extremely afraid	6	5	7
Very afraid	7	4	10
Somewhat afraid	32	29	35
Not very afraid	33	35	30
Not at all afraid	22	26	18
Not stated	0	1	0
	100	100	100

3. Fear About Contracting AIDS

Towards the end of the interview respondents were asked how afraid they were about themselves or someone close to them getting AIDS. Table 8 shows that six percent were extremely afraid, seven percent were very afraid, 32 percent were somewhat afraid, 33 percent were not very afraid and 22 percent were not at all afraid. Many Albertans are afraid that AIDS will have a direct impact on their lives.

FIGURE 2

LEVEL OF FEAR OF CONTRACTING AIDS VERSUS AGE AND SEX OF ADULTS



Females expressed more fear than did men (See Table 8) and, as shown in Figure 2, younger females were most afraid (19% of females, 18 to 29 years old were extremely or very afraid) and older males were least afraid (2% of males, 50 years of age or older were extremely or very afraid). It is noteworthy that, to date, AIDS victims are primarily male, yet women are more concerned and afraid than are men.

Respondents living in southern Alberta outside the major cities expressed the lowest level of fear (6% were extremely or very afraid and 29% were not at all afraid), while 16 percent of Calgarians and 13 percent of Edmontonians were extremely or very afraid about getting AIDS.

Respondents who described themselves as Catholic (20% were extremely or very afraid), those who were divorced, separated or widowed (20% were extremely or very afraid), and those in lower income households (in households with $20,000 or less per year, 18% were extremely or very afraid) also expressed higher levels of fear.

TABLE 9

KNOWLEDGE OF THE DISEASE AIDS
(N=1,000)

Q. As you probably know, some diseases spread from person to person while others do not. To the best of your knowledge, is AIDS a disease that can be spread from person to person?

	Percent of Respondents
Yes	93
Depends	3
No	3
Not sure	1
	100

SECTION II. ADULT ALBERTANS' KNOWLEDGE ON THE SUBJECT OF AIDS

1. Knowledge of the Disease AIDS

To measure the extent of knowledge that AIDS is a transmissible disease, respondents were asked "As you probably know, some diseases spread from person to person while others do not. To the best of your knowledge, is AIDS a disease that can be spread from person to person? As shown in Table 9, there is a high level of knowledge among Albertans that AIDS can be spread from person to person (93% had knowledge of this fact).

Knowledge was highest among males under 50 years old (97%) and lowest among males 50 years of age or older (85%).

TABLE 10

KNOWLEDGE OF HIV
(N=1,000)

Q. Is AIDS spread by bacteria, a virus, a fungus or by some other means?

	Percent of Respondents
Bacteria	9
Virus	54
Fungus	2
Other	
Sexual contact	7
Blood	2
Bodily fluids	2
Miscellaneous	2
Do not know	20
(Not asked)	4
	100

2. Knowledge of HIV

Next respondents were asked if AIDS was spread by bacteria, a virus, a fungus or by some other means. Table 10 shows that just over half (54%) of Albertans could correctly identify the causative agent. Knowledge of the virus was much higher among males under 50 years of age (64%) and much lower among males, 50 years of age or older (33%). The higher the level of education, the more likely to know that AIDS is spread by a virus. Among those with less than a high school education, 37 percent correctly said "virus" versus 74 percent of those who have a degree or post-graduate degree.

Single people had more knowledge (63%) than did married (52%) or widowed, separated or divorced people (43%).

Knowledge of the virus showed no correlation with the level of fear of getting AIDS, that is, those extremely or very afraid about getting AIDS were as knowledgeable as those not at all afraid.

TABLE 11

KNOWLEDGE OF HIV
(N=1,000)

Q. As best you can remember, what is the name of the virus that causes AIDS?

	Percent of Respondents
HIV	5
HTLV-3	1
Other (less than 10 mentions per item)	3
Do not know / Not stated	45
(Not asked)	46
	100

Table 11 shows that only six percent of Albertans could recall the name of the virus that causes AIDS (either HIV, HTLV-III, Human Immune Deficiency Virus, or Human T-Lymphotrophic Virus - Type III). Knowledge of the virus was greatest among those with a degree or post-graduate degree, and, even then, only twelve percent could recall the name.

TABLE 12

KNOWLEDGE OF HIV
(N=1,000)

Q. AIDS is spread by a virus that is called the Human Immunodeficiency Virus, or HIV virus. It has been called the HTLV-3 virus. When someone is first infected by the HIV virus, are they more likely to look healthy or are they more likely to look sick?

	Percent of Respondents
Healthy	73
Sick	14
Do not know	13
	100

3. Knowledge of the Effects of HIV Infection

After explaining to respondents that AIDS is spread by a virus called the Human Immunodeficiency Virus, or HIV virus, we asked them if someone would look healthy or sick when first infected with the virus. Almost three out of four Albertans correctly stated that they would most likely look healthy. See Table 12. Nonetheless, about one-quarter of Albertans are potentially at risk should they consider themselves safe because someone looks healthy.

Knowledge was considerably lower among males 50 years of age or older (58% said healthy) and among those with less than a high school education (55% said healthy).

Knowledge of this fact was highest among those aged 25 to 29 (81% said healthy).

TABLE 13

KNOWLEDGE OF THE NUMBER OF PEOPLE IN ALBERTA PRESENTLY INFECTED WITH THE VIRUS THAT CAUSES AIDS
(N=1,000)

Q. About how many people in Alberta do you estimate are presently infected with the virus that causes AIDS?

	Percent of Respondents
50 or less	6
51 - 100	7
101 - 250	9
251 - 500	11
501 - 1,000	12
1,001 - 2,500	8
2,501 - 5,000	9
5,001 - 10,000	6
10,001 - 25,000	3
25,001 - 50,000	1
Over 50,000	1
Do not know	27
	100

Table 13 shows the range of responses when respondents were asked to provide an estimate of the number of people in Alberta presently infected with the virus that causes AIDS. It is apparent that most Albertans (85%) do not have an accurate perception of the most recent estimates of the magnitude of the problem, namely, within the 2,500 to 10,000 range.

TABLE 14

KNOWLEDGE OF HIV INFECTION VERSUS THE DISEASE AIDS
(N=1,000)

Q. Of the people infected with the virus, do all or most of them have the disease AIDS, or do only some of them have AIDS?

	Percent of Respondents
All of them	17
Only some of them	75
Do not know	8
	100

Next respondents were asked "Of the people infected with the HIV virus, do all or most of them have the disease AIDS, or do only some of them have AIDS?".

As shown in Table 14, three out of four respondents correctly said that "only some of them have AIDS".

Knowledge was somewhat lower among those with less than a high school education (67% said only some of them have AIDS) and among those not at all afraid about getting AIDS (66%) and was higher among those with a degree or post-graduate degree (85% said only some of them have AIDS).

TABLE 15

KNOWLEDGE OF ROUTES OF HIV TRANSMISSION
(N=1,000)

Q. I am now going to read some ways that people may or may not become infected with the HIV virus that causes AIDS. To the best of you knowledge, has anyone ever caught the infection ...

	Yes	No	Depends	Do not Know
	%	%	%	%
through sexual contact..	99	1	0	0
from receiving a blood transfusion, blood products or an organ donation.....	97	1	1	0
from sharing intravenous equipment.....	95	2	1	2
from mother to baby during pregnancy.....	82	7	2	10
from food.....	3	91	2	4
by shaking hands with someone infected with the HIV virus.....	2	91	5	2
from public washroom facilities.....	5	87	3	5
by working with someone who is infected with the HIV virus.....	6	84	7	3
from a swimming pool....	5	83	4	8
from mosquitoes.....	16	70	6	8
from kissing.....	25	57	11	7
when donating or giving blood.....	39	55	4	3
by caring for an AIDS patient.....	28	51	17	4

4. Knowledge of Routes of HIV Transmission

Table 15 shows adult Albertans' level of knowledge of routes of HIV transmission.

Proven routes of transmission include:

- through sexual contact;
- from receiving a blood transfusion, blood products or an organ donation;
- from sharing intravenous drug equipment and;
- from mother to baby during pregnancy.

Almost all Albertans correctly identified three of the four proven routes of transmission: 1) through sexual contact (99% knowledge level); 2) from receiving a blood transfusion, blood products or an organ donation (97% knowledge level) and; 3) from sharing intravenous drug equipment (95% knowledge level).

With regard to "from mother to baby during pregnancy", knowledge was somewhat lower (82%).

Knowledge that the virus is not transmitted by casual contact was also fairly high (91% said not from food and 91% said not by shaking hands with someone infected with the HIV virus). Eighty-seven percent knew that people have not caught the infection from public washroom facilities, 84 percent said not by working with someone who is infected with the HIV virus and, 83 percent knew you could not become infected from a swimming pool. Despite these findings, it should be pointed out that a substantial number of Albertans (9 to 15 percent) may still be concerned about contracting AIDS through casual contact.

The public definitely requires additional information regarding the following:

- Whether or not you can catch the virus from mosquitos. Thirtty percent (the 16% who said yes plus the 6% who said depends plus the 8% who did not know = 30%) of Albertans require additional information about mosquitos, particularly those in southern Alberta outside of the major cities (39%); those with less than a high school education (38%); those living in households with teens 16 to 17 years of age (40%) and those who are extremely or very afraid about getting AIDS (41%). This finding suggests that many Albertans may have an unnecessary fear about catching the virus from mosquitos.

- Whether or not you can catch the virus from kissing. Fifty-seven percent did not think you could catch the virus from kissing, 25 percent thought you could and the remainder weren't certain or thought it was possible under certain circumstances. Those most likely to think that the virus can be caught by kissing include those 60 years of age or older (38%) and those with less than a high school education (33%).

- Whether or not you can catch the virus when donating or giving blood. Respondents appear to be confused about the difference between donating versus receiving blood. Regardless of whether or not they understand the difference, almost half (45%) of adult Albertans may have concerns about the safety of "donating blood". Respondents most likely to state that someone has caught the infection when donating or giving blood include: 1) those 50 years of age or older (48%); 2) those with less than a high school education (56%) and; 3) those who are extremely or very afraid about getting AIDS (53%). Many Albertans may have an unnecessary fear about donating blood.

- Finally, 28 percent of Albertans thought that someone has caught the virus by caring for an AIDS patient. There have been conflicting reports about whether or not someone has actually caught the virus "by caring for an AIDS patient", so this public confusion is quite understandable. Regardless, the public may need to be kept informed about the level of risk associated with caring for an AIDS patients and the steps being taken by medical professionals to ensure that their risk is minimized. Respondents most likely to think that someone has been infected by caring for an AIDS patient were males, 50 years of age or older (36%).

TABLE 16

MOST COMMON WAY OF BECOMING INFECTED WITH HIV VIRUS
(N=1,000)

Q. What is the most common way that people become infected with the virus that causes AIDS?

	Percent of Respondents
Sexual contact	85
Blood transfusions	6
Homosexual activities	5
Dirty needles	5
I.V. drug use	4
Drug users	2
Bodily Fluids	1
Other (less than 10 mentions per item)	3
Do not know	2
	113 *

* Adds up to more than 100 percent due to multiple mentions.

After reading the preceding list of possible routes of transmission, we then asked respondents "What is the most common way that people become infectied with the virus that causes AIDS?".

As shown in Table 16, 85 percent of Albertans had knowledge that sexual contact was the most common way of becoming infected with HIV and an additional 5 percent specified homosexual activities. While most Albertans are aware that AIDS is primarily a sexually transmitted disease, at least one in ten Albertans did not know that the most common route of transmission was through sexual contact.

TABLE 17

WILLINGNESS TO PARTICIPATE IN SEXUALLY EXPLICIT SECTION

	Percent of Adults (N=1,000)
Willing	74
Not willing	26
	100

PROFILE OF RESPONDENTS VERSUS
NON-RESPONDENTS OF SEXUALLY EXPLICIT SECTION

	Respondents (N=744) %	Non-respondents (N=256) %
Sex		
Male	52	44
Female	48	56
	100	100
Age		
18 - 24 years	21	18
25 - 29 years	20	13
30 - 39 years	31	20
40 - 49 years	15	11
50 - 59 years	7	14
60 years and older	7	25
	100	100
Age / Sex		
Males, 18-29	22	14
Females, 18-29	19	17
Males, 30-49	25	13
Females, 30-49	21	17
Males, 50 years & over	6	17
Females, 50 years & over	8	22
	100	100

(Continued)

5. Knowledge of Risk Behaviours

Prior to assessing respondents' understanding of AIDS risk behaviours, we informed everyone that the most common route of transmission was through sexual contact with another infected person. To ensure that no one was offended or bothered by our questions on the subject of risk behaviours, respondents were asked if they would be willing to participate in a section of questions that used sexually explicit language. Table 17 shows that three out of four Albertans participated in this section of the questionnaire. Demographic profiles of respondents willing to participate and those not willing to participate are also provided in Table 17. Subgroups of respondents with reduced representation in the sexually explicit section of the questionnaire, as compared to their representation in the total sample, are as follows:

- Females;
- Those 50 years of age or older;
- Residents of Red Deer, Lethbridge, Medicine Hat and other areas of southern Alberta outside of Calgary;
- Those who have resided in Alberta for 5 years or less and 40 years or more;
- Married or widowed respondents;
- Households without children;
- Those with high school education or less;
- Those living in households earning less than $20,000 per year;
- Catholics.

TABLE 17
(continued)

PROFILE OF RESPONDENTS VERSUS
NON-RESPONDENTS OF SEXUALLY EXPLICIT SECTION

	Respondents (N=744) %	Non-respondents (N=256) %
Location		
Edmonton	33	25
Calgary	28	27
Red Deer, Lethbridge, Medicine Hat	6	10
Other Northern Alberta	20	19
Other Southern Alberta	12	19
	100	100
Years Lived in Alberta		
0 - 5 years	9	12
6 - 10 years	13	6
11 - 20 years	20	16
21 - 30 years	30	23
31 - 30 years	16	13
41 - 50 years	6	7
51 - 60 years	3	11
60 years and more	2	11
	100	100
Marital Status		
Married (includes common-law)	57	59
Single	31	25
Divorced / Separated	9	6
Widowed	3	10
	100	100

(Continued)

TABLE 17
(continued)

PROFILE OF RESPONDENTS VERSUS
NON-RESPONDENTS OF SEXUALLY EXPLICIT SECTION

	Respondents (N=744) %	Non-respondents (N=256) %
Children in Household		
Yes	48	34
No	52	66
	100	100
Children 12 & Under		
Yes	40	26
No	60	74
	100	100
Children 13 - 15 Years		
Yes	10	10
No	90	90
	100	100
Children 16 - 17 Years		
Yes	8	6
No	92	94
	100	100
Education		
Less than high school	13	29
High school	34	37
Some college/university	19	16
Vocational or technical training after high school.	10	5
Degree or post-graduate degree	23	13
	100	100

(Continued)

TABLE 17
(continued)

PROFILE OF RESPONDENTS VERSUS
NON-RESPONDENTS OF SEXUALLY EXPLICIT SECTION

	Respondents (N=744) %	Non-respondents (N=256) %
Household Income		
Under $20,000	20	34
$20,000 - $39,999	36	33
$40,000 or more	36	18
Refused	7	15
	100	100
Religion		
Protestant	54	54
Catholic	26	29
Other	14	9
Refused	6	7
	100	100

TABLE 18

KNOWLEDGE OF RISK BEHAVIOURS
(N=744)

Q. I am now going to describe some sexual lifestyles and I would like you to indicate if you consider that lifestyle to be safe or dangerous when it comes to getting AIDS, and whether that is somewhat or very safe or dangerous.

	Very Safe %	Somewhat Safe %	Somewhat Dangerous %	Very Dangerous %	Do not Know %	Mean Risk
A person who has sex with a man who has had sex with another man.....	0	1	20	76	2	3.76
A person who has had many different sexual partners over the past 5 years...	1	1	18	79	1	3.76
A person who has sex with an intravenous drug user.....	1	2	25	69	4	3.67
Someone who uses a spermicide every time they have sex.	3	33	34	15	14	2.71
A person who has had two or three different sexual partners over the past five years....	4	34	47	14	1	2.71
Passionate or deep kissing with no sexual intercourse.	29	40	22	5	5	2.03

(Continued)

Respondents who participated in the sexually explicit section of the questionnaire were asked to rate the level of risk of getting AIDS associated with various sexual lifestyles. As shown in Table 18 and Figure 3, the behaviour with the highest perceived risk when it comes to getting AIDS is "A person who has sex with a man who has had sex with another man". Seventy-six percent of those who were asked this question perceived that lifestyle as very dangerous when it comes to getting AIDS. Three respondents considered that lifestyle to be very safe and an additional seven respondents considered it somewhat safe. The subgroup with the lowest mean risk rating (69% considered this behaviour to be very dangerous) was among those who resided in Edmonton while those with the highest mean risk rating were males, 50 years of age or older (93% considered this behaviour to be very dangerous).

A second sexual lifestyle with very high perceived risk was "A person who has had many different sexual partners over the past five years". Seventy-nine percent of respondents, more than for the first behaviour, described this lifestyle as very dangerous. The subgroup with the lowest mean risk rating was among those with a degree or post-graduate degree (71% considered this lifestyle to be very dangerous) and those with the highest mean risk rating were males, 50 years of age or older (93% considered that lifestyle to be very dangerous).

TABLE 18
(continued)

KNOWLEDGE OF RISK BEHAVIOURS
(N=744)

	Very Safe %	Somewhat Safe %	Somewhat Dangerous %	Very Dangerous %	Do not Know %	Mean Risk
Someone who uses a condom every time they have sex.....	31	59	8	1	1	1.79
Someone who uses a condom as well as a spermicide every time they have sex.	38	48	9	2	4	1.72
Sexual massage or petting with no sexual intercourse.	45	40	11	1	3	1.67
Two people who have had sex only with each other over the past 5 years...	68	28	3	0	1	1.34
A person who has had no sex at all over the past 5 years...	82	15	2	0	1	1.20

* On a scale from 1 to 4 where "1" means "very safe", "2" means "somewhat safe", "3" means "somewhat dangerous" and "4" means "very dangerous".

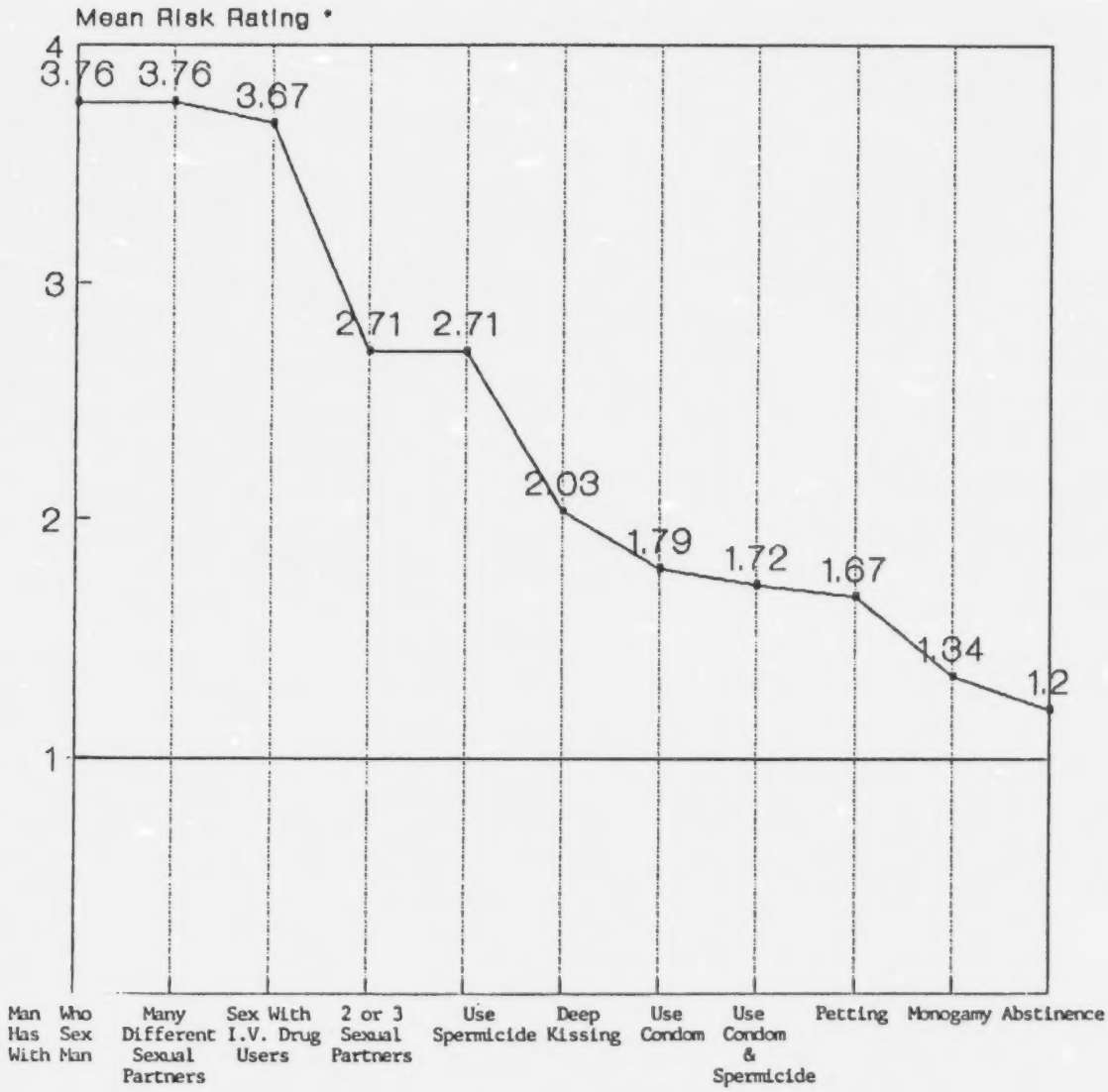
The third risk behaviour was "A person who has sex with an intravenous drug user". Sixty-nine percent rated this behaviour as very dangerous. The lowest mean rating was among men, 18 to 29 years old (60 percent said "very dangerous") and the highest mean rating was among those with some college or university education after high school (79% said "very dangerous").

None of the remaining behaviours were perceived as "high risk" when compared to the three behaviours just described. The fourth perceived danger was "Someone who uses a spermicide every time they have sex" and, for this, only fifteen percent described this behaviour as very dangerous. It should be noted that 14 percent of respondents did not provide a rating for this risk, most likely because they did not know much about spermicides.

The fifth perceived risk was "A person who has had two or three different sexual partners over the past five years". The majority of respondents described this risk as dangerous (14% very dangerous and 47% somewhat dangerous). Sexual encounters outside of a monogamous relationship are now considered dangerous by the majority of respondents who answered this section of the questionnaire.

FIGURE 3

ADULTS' PERCEIVED RISK OF VARIOUS SEXUAL LIFESTYLES



* On a scale from 1 to 4 where
"1" means "very safe"
"2" means "somewhat safe"
"3" means "somewhat dangerous"
"4" means "very dangerous"

The majority of respondents rated the remaining behaviours as somewhat or very safe, although it should be noted that 27 percent of respondents considered "Passionate or deep kissing with no sexual intercourse" to be somewhat or very dangerous.

Ninety percent of respondents rated the use of a condom as very (31%) or somewhat (59%) safe, so it appears that most have knowledge of means by which to reduce their level of risk. A slightly lower mean risk was associated with the use of both a spermicide and a condom (38% very safe and 48% somewhat safe). Eighty-five percent of respondents considered "Sexual massage or petting" to be safe. Monogamous sexual behaviour was a safe activity among 96 percent of respondents and "no sex at all over the past five years" was considered safe by 97 percent of those who were willing to answer this section of the questionnaire. It is interesting to note that total abstinence from sex was still not considered to be 100 percent safe and only 82 percent rated this behaviour as very safe when it comes to getting AIDS. Some respondents may be taking non-sexual factors into account when assessing the level of risk associated with various sexual lifestyles, perhaps mosquito bites, blood transfusions, intravenous drug use, casual contact, etc.. Another possible explanation is that some may be concerned about sexual activities that took place more than five years ago.

TABLE 19

LEVELS OF AGREEMENT WITH SELECTED STATEMENTS
ABOUT RISK BEHAVIOURS
(N=744)

	Strongly Agree %	Moderately Agree %	Moderately Disagree %	Strongly Disagree %	Do not Know %
Women cannot get AIDS through sexual intercourse...	3	2	6	88	1
Men who have sex with men are the only ones who get AIDS through sex.....	3	1	7	88	0
Bodily fluids must be exchanged in order to catch the virus that causes AIDS.....	65	17	7	7	4

Next respondents were asked whether they agreed or disagreed with the statements shown in Table 19. There was a high level of disagreement with the statement "Women cannot get AIDS through sexual intercourse". The subgroup of respondents with the highest level of agreement with this statement, that is, the lowest level of knowledge that women can get AIDS through sex was among those 60 years of age or older (10% agreed with this statement). The lowest level of agreement was among single respondents (2% agreed).

Consistent with the above, there was a high level of disagreement with the statement "Men who have sex with men are the only ones who get AIDS through sex". The public appears to be well-informed with respect to "gays" not being the only ones at risk of contracting AIDS.

With regard to the last statement in Table 19, while the majority (65% strongly agreed) had knowledge of the fact that bodily fluids must be exchanged in order to catch the virus that causes AIDS, a substantial portion did not have this knowledge (14% disagreed), which suggests that some Albertans may be concerned about catching AIDS through casual contact. From our analysis of the detailed tables we found that, among those extremely or very afraid about getting AIDS (either themselves or someone close to them), 20 percent disagreed with this statement versus 12 disagreement among those not at all afraid. Increased public knowledge of this fact might help offset some unnecessary fear.

TABLE 20

HOW WELL INFORMED RESPONDENTS FEEL ABOUT
AIDS AND ITS PREVENTION
(N=1,000)

	Percent of Respondents
Very well informed	11
Fairly well informed	62
Not too well informed	26
Not at all informed	1
Not stated	0
	100

6. Albertans' Reported Level of Knowledge on the Subject of AIDS

After asking all the different questions designed to assess their level of knowledge about AIDS, we then asked respondents how well informed they felt about AIDS and its prevention. As shown in Table 20, 11 percent felt very well informed, 62 percent felt fairly well informed, 26 percent felt not too well informed, and only one percent felt not at all informed. Respondents that tended to feel less informed included: 1) those 50 to 59 years of age (37% felt not well informed); 2) females, 50 years of age or over (35% felt not well informed); 3) those in the northern areas of the province outside of Edmonton (37% felt not well informed); 4) those with high school education or less (37% felt not well informed); 5) those living in households with teens 13 to 15 years of age (34% felt not well informed); 6) those who did not participate in the sexually explicit section of the questionnaire (36% felt not well informed) and; 7) those extremely or very afraid about getting AIDS (32% felt not well informed about AIDS).

TABLE 21

ADULTS' ACTUAL KNOWLEDGE VERSUS

HOW WELL INFORMED THEY FEEL ABOUT AIDS

	Not Well Informed (N=269)	Fairly Well Informed (N=618)	Very Well Informed (N=113)
Know that AIDS can be spread from person to person	93%	92%	95%
Know that AIDS is spread by a virus	38%	59%	63%
Know the name of the virus that causes AIDS	3%	6%	18%
Know that most HIV infected people look healthy	61%	76%	84%
Estimated number of infected Albertans to be within 2,500-10,000 range	14%	14%	21%
Know that only some people infected with HIV have AIDS	70%	77%	80%

(continued)

In assessing how informed respondents felt versus how knowledgeable they actually were, Table 21 demonstrates that the more informed respondents felt, the more knowledgeable they also tended to be.

TABLE 21 (CONTINUED)

ADULTS' ACTUAL KNOWLEDGE OF ROUTES OF TRANSMISSION

VERSUS HOW WELL INFORMED THEY FEEL ABOUT AIDS

Knowledge of How HIV is Transmitted	Not Well Informed (N=269)	Fairly Well Informed (N=618)	Very Well Informed (N=113)
Through sexual contact	98%	99%	100%
From receiving a blood transfusion, blood products or an organ donation	97%	97%	98%
From sharing intravenous drug equipment	93%	96%	95%
From mother to baby during pregnancy	77%	82%	88%
Not from food	87%	93%	94%
Not by shaking hands with someone infected with the virus	87%	92%	92%
Not from public washrooms	82%	89%	89%
Not by working with someone infected with the HIV virus	86%	83%	82%
Not from a swimming pool	76%	85%	84%
Not from mosquitoes	60%	74%	76%
Not from kissing	49%	60%	61%
Not when donating or giving blood	46%	58%	59%
Not by caring for an AIDS patient	52%	51%	47%

FIGURE 4

HOW INFORMED ADULTS FEEL ABOUT AIDS VERSUS LEVEL OF FEAR

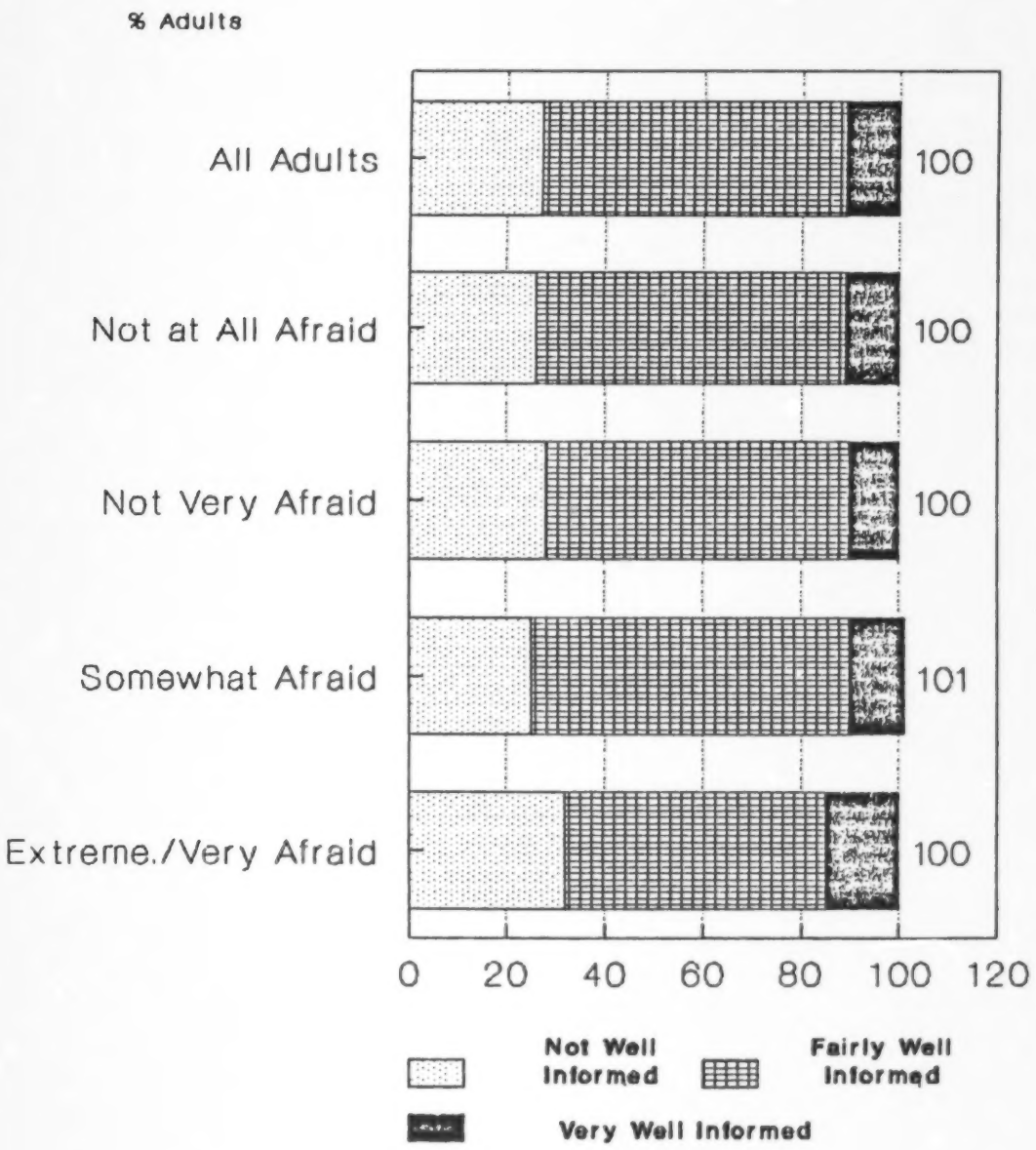


Figure 4 shows that there is no apparent relationship between how informed Albertans feel about AIDS and their level of fear about themselves or someone close to them getting AIDS.

TABLE 22

REPORTED CHANGE IN SEXUAL HABITS

Respondents to the sexually explicit section of the questionnaire rated their level of agreement with the following statement "the threat of AIDS has caused you to change your sexual habits".

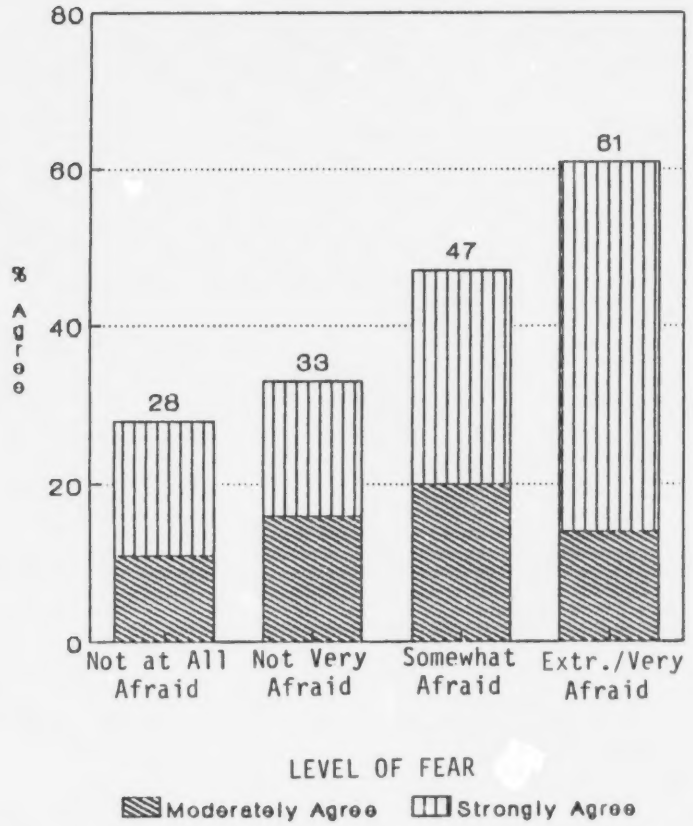
LEVEL OF AGREEMENT	Percent of Respondents to Sexually Explicit Section (N=744)
Strongly agree	25
Moderately agree	16
Moderately disagree	14
Strongly disagree	44
Not stated	1
	100

SECTION III: REPORTED CHANGE IN SEXUAL HABITS

Within the sexually explicit section of the questionnaire, respondents were asked for their level of agreement with the following statement "The threat of AIDS has caused you to change your sexual habits". One in four participants strongly agreed with that statement while 44 percent strongly disagreed (See Table 22). It is interesting to note that only one percent did not answer this question, so objection to being asked was minimal. The level of agreement was much higher among younger adults than among older adults (34% of 18-24 year olds strongly agreed with that statement versus 12% of those 60 years and older). There were approximately equal levels of agreement among males and females.

FIGURE 5

AGREEMENT WITH THE STATEMENT
"THE THREAT OF AIDS HAS CAUSED YOU TO CHANGE YOUR SEXUAL HABITS"
VERSUS LEVEL OF FEAR ABOUT GETTING AIDS



The highest level of agreement with the statement "The threat of AIDS has caused you to change your sexual habits" was among those who said they were extremely or very afraid about getting AIDS. AIDS is a dreaded disease and, perhaps not surprisingly, fear of AIDS correlates with reported change in sexual habits. See Figure 5. The greater the level of fear about themselves or someone close to them getting AIDS, the higher the level of agreement that "the threat of AIDS has caused you to change your sexual habits".

There was no significant relationship between how informed respondents felt about AIDS and reported change in sexual habits. Among those who felt very well informed about AIDS, 27 percent strongly agreed that they had changed their sexual habits versus 22 percent among those who did not feel well informed about AIDS.

Another important factor is marital status. Among singles, forty percent strongly agreed that the threat of AIDS caused them to change their sexual habits while among married respondents, 15 percent strongly agreed that they had changed. Thirty percent of those who were divorced, separated or widowed also strongly agreed that the threat of AIDS has caused them to change their sexual habits.

TABLE 23

REPORTED CHANGE IN SEXUAL HABITS
AMONG MALES AND FEMALES OF DIFFERENT AGES

Respondents to the sexually explicit section of the questionnaire rated their level of agreement with the following statement "the threat of AIDS has caused you to change your sexual habits".

	AGE AND SEX OF RESPONDENT					
	MALES 18-29 (N=162)	FEMALES 18-29 (N=144)	MALES 30-49 (N=185)	FEMALES 30-49 (N=155)	MALES 50 + (N= 41)	FEMALES 50 + (N= 57)
LEVEL OF AGREEMENT						
Strongly agree.....	28	35	21	20	17	16
Moderately agree.....	26	20	14	9	10	5
Moderately disagree...	17	16	16	12	5	9
Strongly disagree.....	28	28	48	57	68	65
Not stated.....	0	0	1	2	0	5
	100	100	100	100	100	100

There was little difference between responses of males and females who were asked this question and, in analyzing the differences between men and women of different ages, there were only marginal differences in the level of agreement with this statement as shown in Table 23. Females, 18 to 29 years of age were most likely to admit to changing their sexual habits (35% strongly agreed), followed by young males (28% strongly agreed). There was little difference between males and females over 30 years old with respect to their level of agreement with this statement.

TABLE 24

COMPULSORY VERSUS VOLUNTARY TESTING FOR HIV INFECTION
(N=1,000)

Q. With regard to testing people for AIDS, some people are of the opinion that everyone, including yourself, should be tested for the HIV virus, others feel that only certain groups or individuals should be tested on a compulsory or mandatory basis, while others feel that testing should be done on a completely voluntary basis. Which of these views is closest to your own?

	Percent of Respondents
Test everyone	29
Test only certain groups	23
Test completely voluntary	45
Do not know / Not stated	3
	100

SECTION IV: ATTITUDES TOWARDS SELECTED AIDS ISSUES

Public attitudes toward who should be tested for HIV infection were assessed as shown in Table 24. The plurality (45%) of adult Albertans felt that testing should be completely voluntary, while substantial portions felt that everyone should be tested (29%) or that only certain groups should be tested for infection (23%).

Subgroups where the majority support voluntary testing include:

- Those who did not describe themselves as Protestant or Catholic (57%).
- Those who were not at all afraid about themselves or someone close to them getting AIDS (55%).
- Those who did not participate in the sexually explicit section of the questionnaire (54%).
- Those living in Red Deer, Lethbridge and Medicine Hat (53%).
- Those living in households with teens 13 to 15 years of age (52%).
- Males 50 years of age or older (51%).
- Those who were single (51%).
- 18 to 24 year olds (50%).
- 30 to 39 year olds (50%).
- Males, 18 to 29 years of age (50%).
- Those with less than high school education (50%).

Subgroups most likely to support testing everyone included:

- Those who were extremely or very afraid about themselves or someone close to them getting AIDS (44%).
- Those who were divorced, separated or widowed (36%).
- Those with a high school education (35%).

Subgroups most likely to support testing only certain groups were:

- Females 50 years of age or older (31%).
- Those with a degree or post-graduate degree (31%).
- Those with some college or university after high school (30%).
- Those who felt very well informed about AIDS (30%).
- Those who disagreed strongly that the threat of AIDS has caused them to change their sexual habits (29%).
- Those 40 to 49 years of age (28%).
- Those living in Edmonton (28%).

TABLE 25

WHO SHOULD BE MANDATORILY TESTED
(N=229)

Q. For what groups or types of individuals should testing be mandatory, even of they do not give consent?

	Percent of Respondents
Homosexuals	49
Prostitutes	18
Drug users	17
Healthcare workers	12
I.V. drug users	10
Promiscuous individuals	8
When getting married	6
Recipients of blood transfusions	5
Sexually active individuals	5
High risk groups	5
Blood donours	5
Bisexuals	4
Other (less than 10 mentions per item)	23
Do not know / Not stated	6
	173 *

* Adds up to more than 100 percent due to multiple mentions.

The 229 respondents who felt that only certain groups should be tested were then asked "For what groups or types of individuals should testing be mandatory, even if they do not give consent?".

As shown in Table 25, homosexuals were mentioned by 49 percent of these respondents (11% of all adults surveyed). Twenty-seven percent mentioned drug users or I.V. drug users (6% of all adults), 18 percent mentioned prostitutes (4% of all adults), and 12% mentioned healthcare workers (3% of all adults surveyed). The remaining groups or types of individuals received only nominal mention, including inmates and prisoners (only 6 respondents mentioned them = 0.6% of all adults surveyed) and immigrants (only 6 respondents mentioned them = 0.6% of all adults surveyed). On a top-of-mind basis, there is no strong support for mandatory testing of any particular population subgroup, with the highest frequency of mention being homosexuals (11% of all adults surveyed).

TABLE 26

LEVELS OF AGREEMENT WITH STATEMENTS
ABOUT VARIOUS AIDS ISSUES

	Strongly Agree %	Moderately Agree %	Moderately Disagree %	Strongly Disagree %	Do not Know %
People must not donate blood if they think they might be infected with the virus that causes AIDS...	88	4	3	4	1
Public health officials should locate and test anyone who may have had sex with someone who has tested positive for the HIV virus...	68	23	5	3	1
Couples should be tested for AIDS before they get married.....	55	25	11	7	2
You would feel safe if a home for AIDS patients is located in your neighbourhood.....	40	39	9	8	3
When someone goes to their doctor for testing for HIV infection, then the doctor must keep the test results confidential with the patient.....	53	20	12	12	3

(Continued)

Next respondents were asked to rate their level of agreement with statements about eight different AIDS issues. As shown in Table 26, the highest level of agreement was with the statement "People must not donate blood if they think they might be infected with the virus that causes AIDS" (92% agreement). Respondents least likely to agree with this statement, that is, those most likely to go to the Red Cross if they think they might be infected with the virus that cause AIDS include:

- Males 18 to 24 years old (12% disagreed versus only 5% disagreement among females 18 to 24 years of age).
- Those living in households with teens aged 16 to 17 years of age (12% disagreed).
- Those who neither strongly agreed nor strongly disagreed that the threat of AIDS has caused them to change their sexual habits, that is, only moderate change in their sexual habits (11% disagreed versus 7% among those who strongly agreed that they have changed and 4% among those who strongly disagreed that they have changed their sexual habits).
- Those who are single (10% disagreed versus only 5% among marrieds).

These findings give cause for alarm about the continued safety or our blood supply and they support the practice of stringent screening of all people going to donate blood.

TABLE 26
(continued)

LEVELS OF AGREEMENT WITH STATEMENTS
ABOUT VARIOUS AIDS ISSUES

	Strongly Agree %	Moderately Agree %	Moderately Disagree %	Strongly Disagree %	Do not Know %
When someone goes to a sexually transmitted disease clinic for testing for HIV infection, then the clinic must keep the test results confidential with the patient.....	49	23	13	14	2
Because of AIDS, a career in the health profession can be too risky.....	17	24	30	26	3
AIDS patients should be quarantined so they are not in contact with the general public.....	14	14	33	34	5

The statement with the next highest level of agreement was "public health officials should locate and test anyone who may have had sex with someone who has tested positive for the HIV virus". Ninety-one percent of adults agreed with this statements. There is a high level of public support for the practice of contact tracing. While a clear majority of all subgroups of respondents support contact tracing, the level of agreement was somewhat lower among the following subgroups:

- Those with some college or university education (13% disagreed) as well as those with a degree or post-graduate degree (11% disagreed).
- Those in households earning $40,000 or more per year (12% disagreed).
- Those who felt very well informed about AIDS (12% disagreed).
- 50 to 59 year olds (11% disagreed).
- Edmonton residents (11% disagreed).
- Those who did not describe themselves as Catholic or Protestant (11% disagreed).
- Those not at all afraid about getting AIDS (11% disagreed).

The third statement with a high level of agreement was "Couples should be tested for AIDS before they get married". Eighty percent agreed with this statement so there is a high level of public support for testing couples before they get married. As the plurality of respondents felt that testing should be voluntary (see Table 24) this suggests that there may be a need for a voluntary testing system for couples who want to get married. The level of agreement with this statement increased with age, that is, the older the respondent, the more likely to want testing before marriage (72% agreement amongst 18 to 24 year olds versus 88% agreement amongst those 60 years of age or older).

Seventy-nine percent of adults agreed that they would feel safe if a home for AIDS patients is located in their neighborhood. Those less likely to feel safe included:

- Those living in households with teens aged 13 to 17 years of age (25% disagreed).
- Those who felt extremely or very afraid about themselves or someone close to them getting AIDS (25% disagreed).
- Males 18 to 29 years of age (23% disagreed).
- Those with less than a high school education (23% disagreed and the level of agreement increased with education level).
- Those who did not participate in the sexually explicit section of the questionnaire (23% disagreed).
- Those who felt not well informed about AIDS (21% disagreed).

Public education may be required to alleviate unnecessary fears amongst a minority of respondents towards the location of AIDS treatment hospices.

The fifth issue assessed was the issue of confidentiality of HIV test results. As shown, 73 percent agree that "when someone goes to their doctor for testing for HIV infection, then the doctor must keep the test results confidential with the patient". Similarly, 72% agreed that "when someone goes to a sexually transmitted disease clinic for testing for HIV infection, then the clinic must keep the test results confidential with the patient". Confidential testing is supported by the public, regardless of whether the tests are conducted through a doctor or a sexually transmitted disease clinic. Agreement that doctors should keep the test results confidential was higher amongst the following groups (with similar results for sexually transmitted disease clinics):

- 18 to 24 year olds (85% agreed).
- Those who are single (81% agreed).

  (79% agreed).
- Those who did not participate in the sexually explicit section of the questionnaire (81% agreed).
- Those who felt not well informed about AIDS (81% agreed).
- Those who lived in households earning less than $20,000 per year

The next statement assessed was "because of AIDS a career in the health profession can be too risky". The majority disagreed with this statement (56%) but, nonetheless, 41 percent agreed, suggesting that a great number of Albertans are concerned about the safety of being a health professional. Those most concerned about the risks being taken by health professionals include:

- Those with less than a high school education (51% agreed it was too risky).
- Those extremely or very afraid about getting AIDS (50% agreed).

The last issue assessed was "AIDS patients should be quarantined so they are not in contact with the general public". Sixty-seven percent disagreed with this statement, so the majority do not support quarantine of AIDS patients. Those most likely to agree with this statement, that is, those most likely to support quarantine include:

- Those 60 years of age or older (44% agreed).
- Females 50 years of age or older (37% agreed).
- Those with less than a high school education (37% agreed).
- Those extremely or very afraid about getting AIDS (36% agreed).

The findings in this section support public education as a means for alleviating unnecessary fear about getting AIDS, as a means for minimizing the spread of the HIV virus and and as a means for augmenting the care of AIDS victims.

TABLE 27

WHERE ADULT ALBERTANS HAVE RECENTLY GONE
FOR INFORMATION OR ADVICE ABOUT HEALTH ISSUES
(N=1,000)

	Percent of Respondents
Physicians / Doctors	8
Local health units / clinics	2
AADAC	2
Social Services	1
Alberta Mental Health Services	1
Other (less than 10 mentions per item)	17
None	74
Do not know / Not stated	1
	105 *

* Adds up to more than 100 percent due to multiple mentions.

SECTION V: ALBERTAN'S INFORMATION REQUIREMENTS ON THE SUBJECT OF AIDS

1. Where Albertans Have Recently Gone for Information or Advice About Health Issues

Prior to asking questions focused specifically on AIDS, respondents were asked "Within the past 3 months, what individuals, organizations or groups have you been in contact with for information or advice about health issues?" As shown in Table 27, 74 percent of adult Albertans have not gone anywhere for information or advice about health issues. To disseminate essential health information through the regular channels shown in Table 27 would be a slow way of distributing information to all Albertans. Mass media may be required in those instances where it is important to disseminate information rapidly and pervasively.

TABLE 28

LEVEL OF ACTIVE SEARCH FOR
INFORMATION OR ADVICE ABOUT AIDS

Q. Have you been in contact with any individual, group or organization for information or advice about AIDS?

	Percent of Respondents (N=1,000)
Yes	8
No	92
	100

(Continued)

2. Who Albertans Have Been in Contact with for Information or Advice About AIDS

To assess the channels of information (besides the media) about AIDS that are presently being used by Albertans, respondents were asked "Have you been in contact with any individual, group or organization for information or advice about AIDS?". Table 28 shows that only eight percent of Albertans have actively sought information or advice about AIDS, so active search by Albertans for information or advice about AIDS has been at a low level.

TABLE 28
(continued)

LEVEL OF ACTIVE SEARCH FOR
INFORMATION OR ADVICE ABOUT AIDS

Q. [IF YES :] Which ones?

	Number of Mentions (N=77)
Physicians	16
AIDS groups	10
Local / civic health unit	7
At work / employer	6
Red Cross	4
Nurse	4
Friends	3
Church	3
Government service	3
At school/university	3
A relative beside a parent	2
Media source	2
Provincial government	2
Alberta Hospitals and Medicare	2
A clinic (type not specified)	2
Alberta Mental Health Services	2
STD clinic	2
Hospital	2
AIDS seminar / lecture	2
Social Services	2
Public Health	2
Pamphlet	2
Other (1 mention each)	10
Refused	1
	94 *

* Adds up to more than 77 due to multiple mentions.

Those who have sought information or advice were asked where they went (See Table 28). The seventy-seven adults who have sought information or advice about AIDS provided a long list of different sources. Information about AIDS has not been channeled through any particular source, and Albertans are going many different places to get this information. To distribute new, required information through all of these sources will probably be a very difficult and time-consuming task, but, nonetheless, a task that is essential. A central administrative body for disseminating information may be necessary to facilitate this effort.

TABLE 29

PROFILE OF RESPONDENTS WHO HAVE ACTIVELY SOUGHT INFORMATION ABOUT AIDS

	Number of Respondents (N=77)
Age	
18 - 24 years	19
25 - 29 years	11
30 - 39 years	29
40 - 49 years	16
50 - 59 years	1
60 years or older	1
	77
Sex	
Male	39
Female	38
	77
Age / Sex	
Males, 18-29	13
Females, 18-29	17
Males, 30-49	25
Females, 30-49	20
Males, 50 & older	1
Females, 50 & older	1
	77
Location	
Edmonton	29
Calgary	23
Red Deer, Lethbridge, Medicine Hat	4
Other Northern Alberta	13
Other Southern Alberta	8
	77

A profile of those who have actively sought information or advice about AIDS is provided in Table 29. Those who actively searched for information or advice about AIDS are not necessarily those most in need of that information or advice. This again demonstrates that mass media may be a required mechanism for reaching many Albertans in need of information or advice about AIDS.

TABLE 29
(continued)

PROFILE OF RESPONDENTS WHO HAVE ACTIVELY SOUGHT INFORMATION ABOUT AIDS

	Number of Respondents (N=77)
Education Level	
Less than high school	5
High school	14
Some college or university	22
Vocational or technical training after high school	7
Degree or post-graduate degree	29
	77
Marital Status	
Single	28
Married	36
Divorced / Separated / Widowed	13
	77
Children in Household	
Yes	39
No	38
	77
Have Children 13 - 15 Years	
Yes	12
No	65
	77
Have Children 16 - 17 Years	
Yes	9
No	68
	77
Religion	
Protestant	46
Catholic	15
Other / Refused	16
	77

(Continued)

TABLE 29
(continued)

PROFILE OF RESPONDENTS WHO HAVE ACTIVELY SOUGHT INFORMATION ABOUT AIDS

	Number of Respondents (N=77)
Household Income	
Under $20,000	14
$20,000 - $39,999	29
$40,000 or more	29
Refused	5
	77
Did Sexually Explicit Section	
Yes	72
No	5
	77
Changed Sexual Habits	
Agree strongly	18
Moderately agree / disagree	23
Strongly disagree	31
	77
How Well Informed About AIDS	
Very well	14
Fairly well	51
Not well	12
	77
Level of Fear About Getting AIDS	
Extremely or Very Afraid	20
Somewhat Afraid	25
Not Very Afraid	18
Not at All Afraid	17
	77

TABLE 30

WHERE RESPONDENTS HAVE SEEN OR HEARD INFORMATION
ABOUT AIDS OR ITS PREVENTION
(N=1,000)

	---- Unaided ----- First Mention %		Total Unaided %	+	Aided %		Total Awareness %
On television	52	....	83	+	13	=	96
In the newspapers	22	....	58	+	25	=	83
On the radio	6	....	29	+	43	=	72
In magazines	9	....	36	+	35	=	71
In a pamphlet / brochure	3	....	16	+	37	=	53
Through friends, relatives co-workers	2	....	9	+	42	=	51
From health professionals such as doctors/nurses	3	....	10	+	18	=	28
From educators / teachers	1	....	4	+	17	=	21
Other	2	....	5				

3. Where Albertans Have Seen or Heard Information About AIDS

To assess how effective various sources have been in reaching Albertans with information about AIDS or its prevention, we asked respondents where they have heard or information about AIDS or its prevention. Table 30 shows that 96 percent of Albertans have seen or heard information about AIDS on television. Not surprisingly, television messages have reached more Albertans than have messages from any other source.

Newspaper messages about AIDS have reached 83 percent of adult Albertans, radio messages have reached 72 percent, 71 percent have seen or heard information in magazines, just over half (53%) have read a pamphlet or brochure, 51 percent have received information about AIDS through their friends, relatives or co-workers (most likely word-of-mouth), just over one-quarter (28%) of Albertans have received information from health professionals, 21 percent have had information from educators or teachers and five percent mentioned other sources.

Mass media has been more effective in reaching Albertans with information about AIDS, when compared to ways such as word-of-mouth, through health professionals, and through educators or teachers.

TABLE 31

RECALL OF SPONSORED MESSAGES ABOUT AIDS
OR ITS PREVENTION

Q. Have you seen or heard any messages about AIDS or its prevention that have been sponsored by a particular company or organization?

	Percent of Respondents (N=1,000)
Yes	31
No	69
	100

Q. Who sponsored these messages?

	Percent of Respondents (N=1,000)
Media	5
Condom manufacturers	5
Government (level not specified)	2
AIDS group	1
Other (less than 10 mentions per item)	8
Do not know / Not stated	11
Not aware of sponsor	69
	101 *

* Adds up to more than 100 percent due to multiple mentions.

To assess the level of sponsorship recall, respondents were asked if they had seen or heard any messages about AIDS or its prevention that have been sponsored by a particular company or organization. Thirty-one percent said they did, but, when asked to name the sponsor, only 21 percent were able to name or describe the sponsor (See Table 31). This question will prove useful when testing the effectiveness of future sponsored messages.

TABLE 32

LEVEL OF NEED FOR ADDITIONAL INFORMATION ABOUT AIDS

Q. In your view, is it very necessary, somewhat necessary or not at all necessary to inform the general public about AIDS, its causes and it methods of prevention.

	Percent of Respondents (N=1,000)
Very necessary	96
Somewhat necessary	4
Not at all necessary	0
Do not know	0
	100

4. Level of Need For Additional Information About AIDS

Table 32 shows that almost all adult Albertans (96%) feel it is very necessary to inform the general public about AIDS, it causes and its methods of prevention. The need for AIDS information is massive.

TABLE 33

WHERE SEXUALLY EXPLICIT INFORMATION SHOULD BE AVAILABLE

Q. In order to adequately inform people about how to protect themselves against AIDS, sexually explicit information may be required. In your view, should sexually explicit information be available ...

	Yes %	No %	Not Sure %
In senior high schools	96	2	2
In pamphlets/brochures	96	2	2
In junior high schools	91	5	3
In magazines	89	7	3
In newspapers	83	12	4
On television	81	12	7
On the radio	76	17	7

To assess the level of need for sexually explicit information, respondents were asked if sexually explicity information should be available through the different sources shown in Table 33.

Every source mentioned was an appropriate source for sexually explicit information, with the lowest acceptance level being on the radio (76% felt it should be available on the radio) and the highest level of acceptance being in senior high schools (96%) and in pamphlets and brochures (96%). There is huge support for providing sexually explicit information about AIDS in Alberta schools.

TABLE 34

TOPICS OF INFORMATION ABOUT AIDS DESIRED BY ADULT ALBERTANS

	Yes %	No %	Not Sure %
How a person knows if they have AIDS	74	24	2
How the HIV virus is spread	74	25	1
The cause of AIDS	72	27	1
How to protect yourself from HIV infection	69	30	1
Safer sexual habits	65	34	2
Treatment and care of AIDS patients	63	35	2
Confidential counselling and testing for infection with the HIV virus	57	42	1

5. AIDS Information Desired by Adult Albertans

Respondents were provided with a list of different topics about AIDS and they were asked to indicate if they, personally, would like to have more information on that topic.

The majority of Albertans want more information on all seven different topics. See Table 34. In order of decreasing frequency of mention, the topics where more information is desired are as follows:

- How a person knows if they have AIDS (74%).
- How the HIV virus is spread (74%).
- The cause of AIDS (72%).
- How to protect yourself from HIV infection (69%).
- Safer sexual habits (65%).
- Treatment and care of AIDS patients (63%).
- Confidential counselling and testing for infection with the HIV virus (57%).

Those with the greatest desire for more information about "how a person knows if they have AIDS" were:

- Those who felt extremely or very afraid about getting AIDS (89%).
- Those who strongly agreed that they have changed their sexual habits because of AIDS (87%).
- 18 to 24 years old (84%).
- Those who are single (83%).
- Those who felt not well informed about AIDS (83%).
- Catholics (81%).
- Those living in southern Alberta outside the major cities (81%).
- Females 18 to 29 years old (80%).

Those most in need of more information about "how the HIV virus is spread" include:

- Those who felt not well informed about AIDS (86%).
- Those who felt extremely or very afraid about getting AIDS (86%).
- Those who strongly agree that they have changed their sexual habits because of AIDS (85%).

Those most in need of more information about "the cause of AIDS" were:

- Those who felt somewhat (79%) and extremely or very afraid about getting AIDS (87%).
- Those who felt not well informed about AIDS (86%).
- Those who strongly agreed that they have changed their sexual habits because of AIDS (83%).
- Catholics (80%).
- Those in northern Alberta outside of Edmonton (78%).

Information about "how to protect yourself from HIV infection" was most required by:

- Those who felt somewhat (76%) and extremely or very afraid about getting AIDS (87%).
- Those who agreed strongly that they have changed their sexual habits because of AIDS (83%).
- 18 to 24 year olds (80%).
- Those who felt not well informed about AIDS (80%).
- Males (75%) and females (78%) 18 to 29 years of age.
- Those who are single (77%).
- Catholics (77%).

Information about "safer sexual habits" was most required by:

- Those who moderately agreed or disagreed (71%) and those who strongly agreed (83%) that they have changed their sexual habits because of AIDS.
- Those who felt somewhat (72%) and extremely or very (79%) afraid about getting AIDS.
- Those who are single (75%).
- Those who felt not well informed about AIDS (74%).
- 18 to 24 year olds (71%).
- Catholics (71%).

Information on the topic of "treatment and care of AIDS patients" was most desired by:

- Those who felt not well informed about AIDS (78%)
- Those who felt somewhat (70%) and extremely or very (78%) afraid about getting AIDS.
- Those who agreed strongly that they have changed their sexual habits because of AIDS (76%).
- Females 18 to 24 years of age (74%).
- Those who are single (70%).
- Those in households earning less than $20,000 per year (70%).

Finally, "confidential counselling and testing for infection with the HIV virus" was of greater interest among:

- Those who felt somewhat (63%) and extremely or very (74%) afraid about getting AIDS.
- Those who moderately agreed or disagreed (63%) and those who strongly agreed (71%) the they have changed their sexual habits because of AIDS.
- Those living in households earning less than $20,000 per year (68%).
- 18 to 24 year olds (65%).
- Those who are single (65%).
- Catholics (64%).

TABLE 35

WHO RESPONDENTS WOULD TALK TO
ABOUT AIDS OR HIV INFECTION

Q. Without naming the actual person, who would you go to if you wanted to talk to someone about AIDS or HIV infection?

	Percent of Respondents (N=1,000)
Physician / Doctor	88
A relative (other than parent)	2
An AIDS group	2
Someone at clinic (type not specified)	1
Parent	1
Nurse	1
Other (less than 10 mentions per item)	7
Do not know	2
	103 *

* Adds up to more than 100 percent due to multiple mentions.

6. Who Albertans Would Talk to About AIDS

Respondents were asked "Without naming the actual person, who would you go to if you wanted to talk to someone about AIDS or HIV infection?". Table 35. Eighty-eight percent would go to a physician or doctor so it is essential that medical doctors be adequately prepared to provide their patients with this information.

TABLE 36

POTENTIAL SPONSERS

Q. Thinking about various groups and organizations, which one do you think is capable of providing the public the most accurate, reliable and up-to-date information about AIDS and its prevention.

	Percent of Respondents (N=1,000)
Medical professionals	19
Physicians	12
Government (level not specified)	5
The media	5
AIDS groups	5
Local / civic health unit	4
Clinic (type not specified)	3
Public health	3
Schools	2
Researchers	2
AMA	2
Health & Welfare Canada	2
Red Cross	2
Alberta Health Care	2
STD / UD clinic	2
Nurses	2
Board of Health	2
Hospitals	1
Canadian Medical Association	1
Other (less than 10 mentions per item)	12
None	1
Do not know	21
	109 *

* Adds up to more than 100 percent due to multiple mentions.

7. Potential Sponsors for AIDS Information

We then asked respondents which group or organization is capable of providing the public with the most accurate, reliable and up-to-date information about AIDS and its prevention. As shown in Table 36, there is no single "natural sponsor" for this type of information as respondents provided a long list of different groups or organizations. From this list, it seems that a sponsor for AIDS information would best be a professional medical organization or group, either an existing one or a newly created one.

TABLE 37

THE LEVEL OF NEED AMONGST PARENTS FOR EDUCATING THEIR CHILDREN ABOUT AIDS

Q. Would you want your children to learn more about how to protect themselves against AIDS?

	Percent of Respondents (N=446)
Yes	94
No	4
Not sure	2
	100

8. How to Provide AIDS Information to Children

Among the 1,000 adults interviewed, 446 were parents. We asked parents if they would want their children to learn more about how to protect themselves against AIDS, and 94 percent said yes. Parents less likely to say yes were males 30 to 49 years of age (91% said yes), parents living in Calgary (90% said yes), parents with vocational or technical training after high school (90% said yes) and those with some college or university after high school (91% said yes), and those who did not participate in the sexually explicit section of the questionnaire (90% said yes).

TABLE 38

WHO PARENTS THINK SHOULD TEACH THEIR CHILDREN ABOUT AIDS

Q. Who should provide your children with this information?

	Percent of Respondents (N=421)
Schools / teachers	65
Parents	58
Doctors	11
Public Health services	5
Education system	4
Nurse	2
Other (less than 10 mentions per item)	10
No one	3
Do not know	1
	160 *

* Adds up to more than 100 percent due to multiple mentions.

Lastly, we asked parents who should provide their children with information about how to protect themselves against AIDS. As shown in Table 38, the majority of parents mentioned the school or teachers (65%) as well as themselves (58%). These are the two main ways that parents can see their children becoming informed about AIDS.

TABLE 39

TOP-OF-MIND HEALTH CONCERNS OF TEENS
(N=500)

	Total Mentions as a Percent of Respondents (N=500)
AIDS	71
Cancer	5
Sexually transmitted disease	3
Drug abuse	2
Lung disease	2
Other (less than 5 mentions per item)	7
None	4
Do not know / Not stated	9
	102 *

* Does not total 100 percent due to multiple mentions

PART B. RESULTS OF SURVEY OF TEEN ALBERTANS

SECTION I: PUBLIC CONCERN OR FEAR ABOUT AIDS AMONG TEENS

1. Top-of-Mind Health Concerns of Teens

As in the adult survey, the first question asked of teens was "At the present time, there are a variety of different health issues or problems of concern to the public. Which health issue or problem first comes mind?". Seventy-one percent of teens mentioned AIDS, which was higher than that for adults (49%). A possible explanation for this increased frequency of mention is that teens are thinking more about AIDS than are adults. It should be noted however, that some teens may have been prompted by their parents as parents had been told that the study was on the subject of AIDS and some may have passed this information on to their teen.

In analysing the detailed tables, AIDS was most likely to be mentioned by those 15 years of age (78%) and was least likely to be mentioned by 13 year olds (58%). It was also more likely to be mentioned by teens living in Red Deer, Lethbridge and Medicine Hat (82%) as well as those living in Calgary (78%).

TABLE 40

TEENS CONCERN ABOUT SELECTED HEALTH ISSUES
(N=500)

	Extremely Concerned %	Very Concerned %	Somewhat Concerned %	Not at all Concerned %	Do not Know %	Mean Rating
The disease Acquired Immune Deficiency Syndrome commonly known as AIDS.....	41	41	15	3	0	1.80
Sexually transmitted diseases.....	26	43	24	7	0	2.12
Alcohol and drug abuse.....	28	39	26	8	0	2.14
Prevention of suicides.....	27	38	25	10	0	2.18
Unwanted teenage pregnancies.....	21	44	27	8	0	2.21
Automobile and traffic accidents..	11	36	42	10	1	2.53
Mental health.....	6	24	45	23	1	2.86

* On a scale from 1 to 4 where "1" means "extremely concerned", "2" means "very concerned", "3" means "somewhat concerned" and "4" means "not at all concerned".

2. Level of Concern About Selected Health Issues

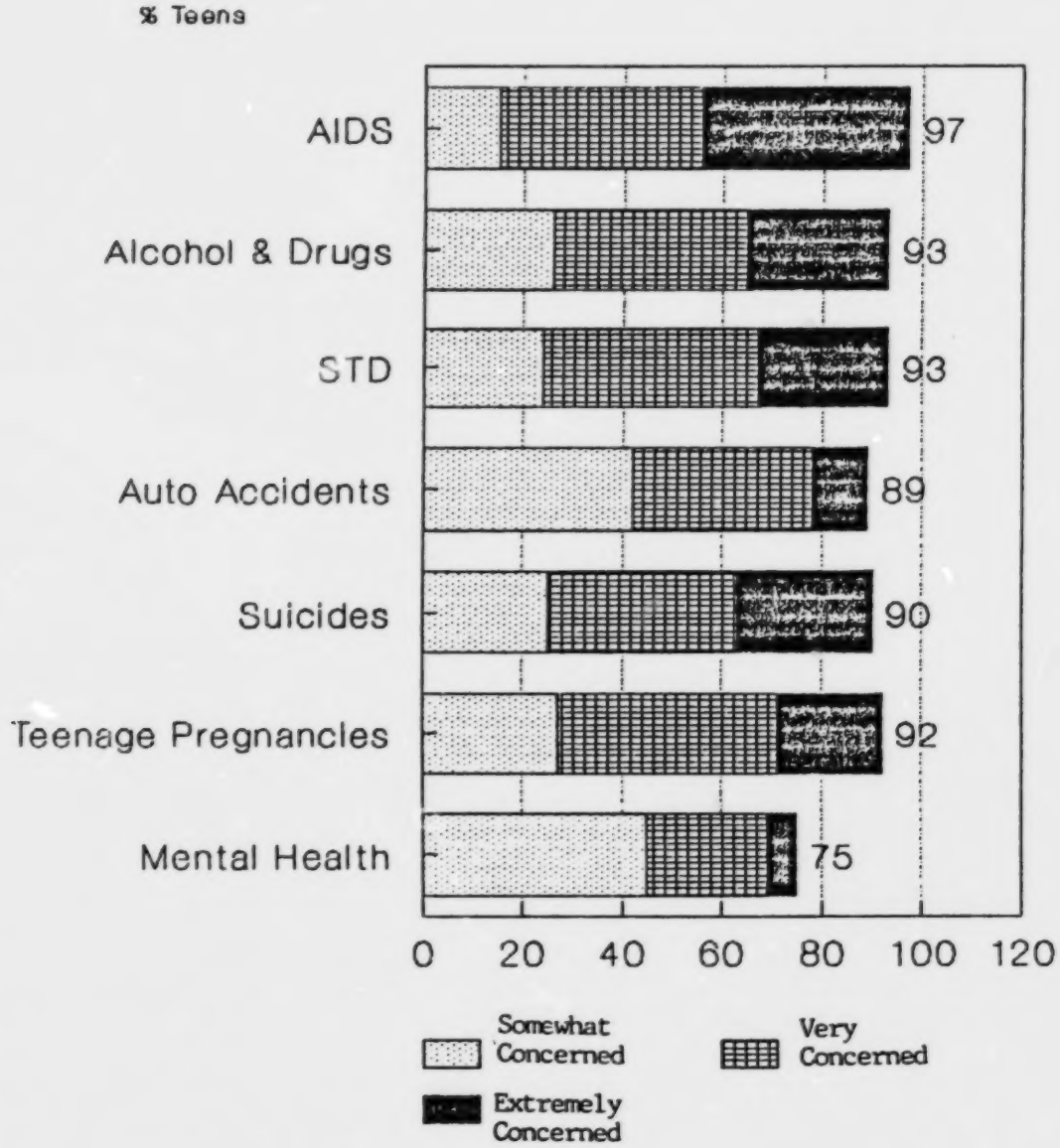
Next teens rated their level of concern about the seven selected health issues shown in Table 40 and Figure 6. Teens were more concerned than adults about AIDS (82% of teens versus 73% of adults were extremely or very concerned), about sexually transmitted diseases (69% of teens versus 56% of adults were extremely or very concerned), about alcohol and drug abuse (67% of teen versus 64% of adults were extremely or very concerned), about prevention of suicides (65% of teens versus 51% of adults were extremely or very concerned), and about unwanted teenage pregnancies (65% of teens versus 47% of adults were extremely or very concerned). Adults were more concerned than teens about automobile and traffic accidents and about mental health. Teens appear to carry a greater burden of concern about these issues than do adults.

Teens with the highest concern about AIDS were: 1) 13 year olds (89% extremely or very concerned); 2) females 13 to 15 years of age (84% were extremely or very concerned) and; 3) living in Calgary (89%) and other parts of southern Alberta outside the major cities (89%).

Concern about sexually transmitted diseases was greatest among those 13 years old (77% were extremely or very concerned).

FIGURE 6

TEENS CONCERN ABOUT SELECTED HEALTH ISSUES



"Alcohol and drug abuse" was of greater concern among: 1) 13 year olds (76% were extremely or very concerned); 2) females 13 to 14 years of age (75%) and; 3) those living in other parts of Alberta outside the major cities (73%).

Concern about "prevention of suicides" was considerably higher among females (76%) than among males (54%).

"Unwanted teenage pregnancies" was also of greater concern to females (74%) than to males (57%).

Concern about "automobile and traffic accidents" was considerably higher among those in Grade 11 (65% were extremely or very concerned).

Mental health was of greatest concern among 14 year olds (43% were extremely or very concerned) and among those in Grade 9 (46%).

TABLE 41

HEALTH ISSUE OF MOST CONCERN AMONG TEENS
(N=500)

	%
The disease Acquired Immune Deficiency Syndrome commonly known as AIDS	46
Alcohol and drug abuse	20
Prevention of suicides	9
Unwanted teenage pregnancies	9
Sexually transmitted diseases	8
Automobile and traffic accidents	6
Mental health	1
Do not know	1
	100

When asked which health issue they were most concerned about (Table 41), AIDS was the primary concern among almost half (46%) of Alberta teens. Alcohol and drug abuse was the second main concern (20%), and the remaining concerns had frequencies of mention of less than 10 percent.

TABLE 42

LEVEL OF FEAR ABOUT
"YOU OR SOMEONE CLOSE TO YOU" GETTING AIDS

Q. How afraid are you that you or someone close to you will get AIDS?

	All Teens (N=500) %	Males (N=257) %	Females (N=243) %
Extremely afraid	11	8	14
Very afraid	13	9	17
Somewhat afraid	36	36	36
Not very afraid	30	34	26
Not at all afraid	9	12	6
Not stated	0	0	0
	100	100	100

3. Fear About Contracting AIDS

When asked toward the end of the interview how afraid they were about themselves or someone close to them getting AIDS, almost one in four (24%) said they were extremely or very afraid about getting AIDS. Only 13 percent of adults were extremely or very afraid, so the level of fear among teens is much higher than among adults, regardless of their age.

As was the case for female adults, female teens expressed more fear than their male counterparts (31% of female teens versus 17% of male teens were extremely or very afraid).

FIGURE 7

LEVEL OF FEAR OF CONTRACTING AIDS VERSUS AGE AND SEX OF TEEN

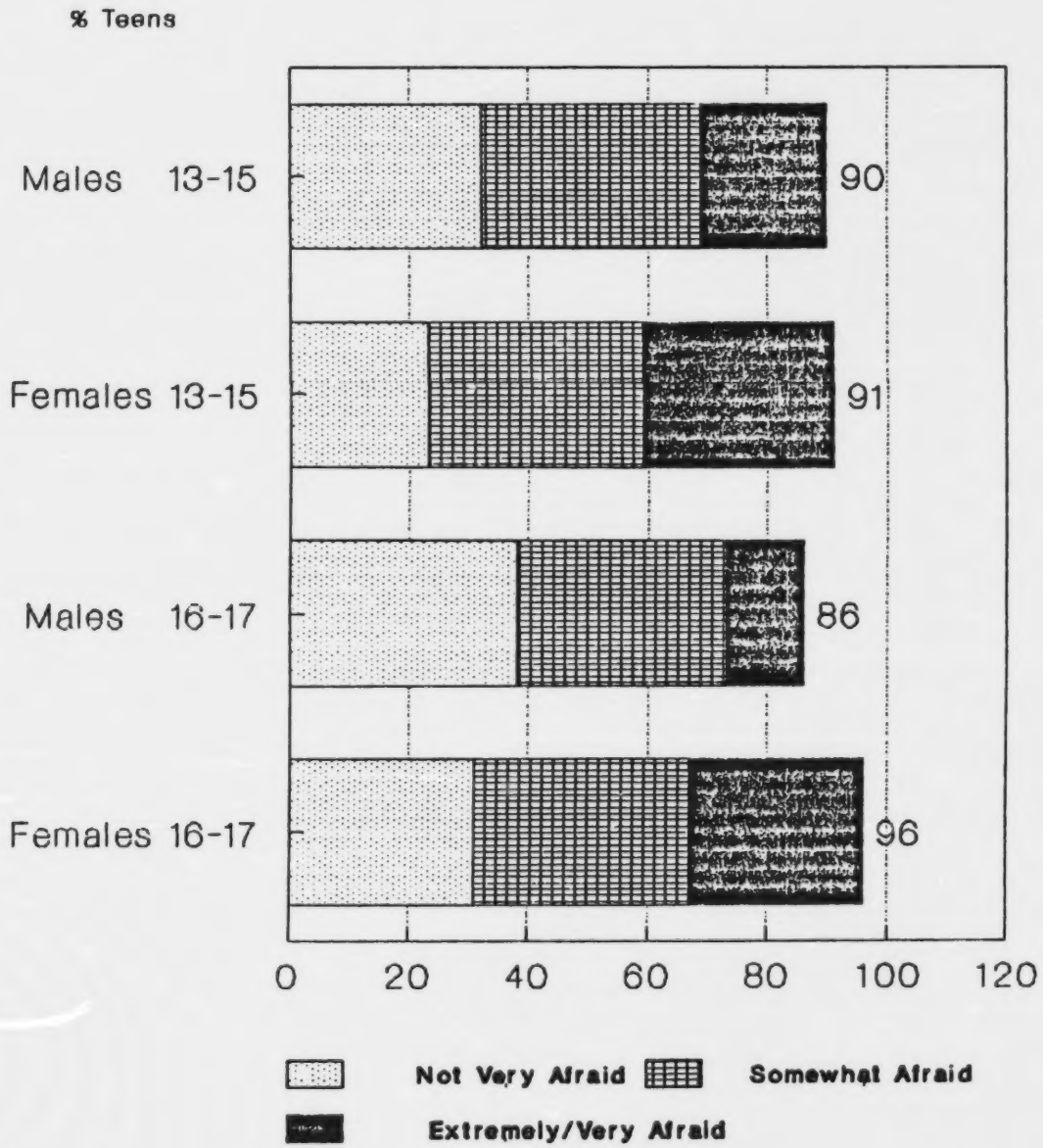


Figure 7 shows the differences in levels of fear between younger versus older males and females. Males, 16 to 17 years of age expressed less fear than other teenagers.

TABLE 43

TEENS KNOWLEDGE OF THE DISEASE AIDS
(N=500)

Q. As you probably know, some diseases spread from person to person while others do not. To the best of your knowledge, is AIDS a disease that can be spread from person to person?

	Percent of Teens
Yes	94
Depends	3
No	2
Not sure	1
	100

SECTION II: TEEN ALBERTANS' KNOWLEDGE ON THE SUBJECT OF AIDS

1. Knowledge of the Disease AIDS

When teens were asked if AIDS is a disease that can be spread from person to person, 94 percent had knowledge of this fact, about the same as the level of knowledge found amongst adults (93%). See Table 43.

Knowledge was highest among teens living in other parts of southern Alberta outside the major cities (99%) and was lowest among those living in other parts of northern Alberta outside of Edmonton (90%).

TABLE 44

TEENS KNOWLEDGE OF HIV
(N=500)

Q. Is AIDS spread by bacteria, a virus, a fungus or by some other means?

	Percent of Teens
Bacteria	9
Virus	54
Fungus	1
Other	
Sexual contact	8
Blood	1
Blood transfusions	1
Miscellaneous	3
Do not know	20
(Not asked)	3
	100

2. Knowledge of HIV

Fifty-four percent of teens, the same as for adults, had knowledge that AIDS was spread by a virus (Table 44).

Knowledge of the virus was higher among 16 year olds (65%), among males 16 to 17 years of age (64%), among Calgary teens (64%), and among those in Grade 11 (64%).

Those in Grades 7, 8, and 9 had the lowest level of knowledge that AIDS is spread by a virus (42%).

TABLE 45

TEENS KNOWLEDGE OF HIV
(N=500)

Q. As best you can remember, what is the name of the virus that causes AIDS?

	Percent of Teens
HIV	2
AIDS virus	1
Acquired Immune Deficiency Syndrome virus	1
Other (less than 5 mentions per item)	3
Do not know / Not stated	46
(Not asked)	46
	100

Only two percent of teens could recall the name of the virus on an unaided basis (Table 45). The name of the virus is not well known amongst Albertans, both adults and teens, and future information campaigns should always define what is meant by the term "HIV".

TABLE 46

TEENS KNOWLEDGE OF HIV
(N=500)

Q. AIDS is spread by a virus that is called the Human Immunodeficiency Virus, or HIV virus. It has been called the HTLV-3 virus. When someone is first infected by the HIV virus, are they more likely to look healthy or are they more likely to look sick?

	Percent of Teens
Healthy	61
Sick	33
Do not know	6
	100

3. Knowledge of the Effects of HIV Infection

When teens were asked if someone would look healthy or sick when first infected with the virus (Table 46), knowledge was considerably lower among teens (61%) than among adults (73%). Teens may be more at risk than adults should they consider themselves safe because someone looks healthy.

Knowledge of this fact was lower among teens in Grades 7 through 10 (56%) than among teens in Grades 11 and 12 (70%). It was also lower among teens living in households earning less than $20,000 per year (54%) than in households with higher incomes (67% in households earning $40,000 or more per year).

TABLE 47

KNOWLEDGE OF THE NUMBER OF PEOPLE IN ALBERTA PRESENTLY INFECTED WITH THE VIRUS THAT CAUSES AIDS
(N=500)

Q. About how many people in Alberta do you estimate are presently infected with the virus that causes AIDS?

	Percent of Teens
50 or less	10
51 - 100	13
101 - 250	9
251 - 500	9
501 - 1,000	11
1,001 - 2,500	7
2,501 - 5,000	9
5,001 - 10,000	4
10,001 - 25,000	3
25,001 - 50,000	3
Over 50,000	4
Do not know	15
	100

When asked to estimate the number of people in Alberta presently infected with the virus that causes AIDS, teens were more likely to try and provide an estimate (15% said they didn't know versus 27% of adults) but they were more likely to be wrong in their estimate. Thirteen percent of teens provided an estimate in the 2,500 to 10,000 range, versus 15 percent of adults. In comparing the range of estimates provided by teens versus adults, teens tended to underestimate the magnitude of the problem more than did adults (33% of teens provided an estimate of 250 people or less compared to 22% of adults). See Table 47.

TABLE 48

KNOWLEDGE OF HIV INFECTION VERSUS THE DISEASE AIDS
(N=500)

Q. Of the people infected with the virus, do all or most of them have the disease AIDS, or do only some of them have AIDS?

	Percent of Teens
All of them	28
Only some of them	69
Do not know	4
	100

When asked if all or most of the people infected with the virus have AIDS or if only some of them have AIDS, knowledge was again lower among teens than among adults (69% of teens and 75% of adults knew than only some of them have AIDS). See Table 48.

Knowledge of this fact was considerably lower in Calgary (56%) and Red Deer, Lethbridge and Medicine Hat (59%) than in Edmonton (73%), other parts of northern Alberta (77%) and other parts of southern Alberta (74%).

TABLE 49

TEENS KNOWLEDGE OF ROUTES OF HIV TRANSMISSION
(N=500)

Q. I am now going to read some ways that people may or may not become infected with the HIV virus that causes AIDS. To the best of you knowledge, has anyone ever caught the infection ...

	Yes	No	Depends	Do not Know
	%	%	%	%
through sexual contact..	98	2	0	1
from receiving a blood transfusion, blood products or an organ donation.....	94	4	1	1
from sharing intravenous equipment.....	94	4	1	1
from mother to baby during pregnancy.....	74	16	3	7
by shaking hands with someone infected with the HIV virus.....	1	96	1	1
by working with someone who is infected with the HIV virus.....	4	89	5	2
from food.....	7	85	2	6
from a swimming pool....	7	84	3	6
from public washroom facilities.....	10	81	1	7
by caring for an AIDS patient.....	17	70	10	3
from mosquitoes.....	29	59	5	7
from kissing.....	31	56	7	6
when donating or giving blood.....	57	39	2	2

4. Knowledge of Routes of HIV Transmission

Table 49 shows teens' level of knowledge of routes of HIV transmission.

Like adults, almost all teens correctly identified three of the four proven routes of transmission: 1) through sexual contact (98% among teens versus 99% among adults); 2) from receiving a blood transfusion, blood products or an organ donation (94% among teens versus 97% of adults) and; 3) from sharing intravenous drug equipment (94% of teen and 95% of adults).

Teens had an even lower level of knowledge than did adults about "from mother to baby during pregnancy" (74% of teens versus 82% of adults).

Knowledge that the virus is not transmitted by casual contact was somewhat different among teens than among adults. Teens had lower levels of knowledge of two of these routes, namely, not from food (85% of teens versus 91% of adults) and not from public washroom facilities (81% of teens versus 87% of adults). On the other hand, teens had higher levels of knowledge than adults regarding two other routes: 1) not by shaking hands with someone infected with the HIV virus (96% of teens versus 91% of adults) and; 2) not by working with someone who is infected with the HIV virus (89% of teens and 84% of adults). With regard to not catching the infection from a swimming pool, teens (84%) had about the same level of knowledge as adults (83%).

As with adults, teens definitely require additional information regarding the following:

- Whether or not you can catch the virus from mosquitos. Forty-one percent of teens require additional information about mosquitos, particularly those living in Calgary (52%) and those living in Red Deer, Lethbridge, and Medicine Hat (49%).

- Whether or not you can catch the virus from kissing. The findings for teens were similar to those for adults: 56 percent of teens did not think you could catch the virus from kissing, 31 percent thought you could and the remainder weren't certain or thought it was possible under certain circumstances. Those most likely to think that the virus can by caught by kissing were in Grades 7 and 8 (42% said yes).

- Whether or not you can catch the virus when donating or giving blood. The majority of teens (57%) thought you could catch the virus when donating or giving blood. Teens most likely to state that someone has caught the infection when donating or giving blood include: 1) females 16 to 17 years of age (68%) and; 2) those extremely or very afraid about getting AIDS (68%). As with adults, many teens may have an unnecessary fear about donating blood.

- Finally, teens were less likely than adults to believe that someone has caught the virus by caring for an AIDS patient. Seventeen percent of teens and 28 percent of adults thought this was an actual route of transmission. Females 16 to 17 years of age (23%) were more likely than other teens to think that someone has caught the infection by caring for an AIDS patient.

TABLE 50

MOST COMMON WAY OF BECOMING INFECTED WITH HIV VIRUS
(N=500)

Q. What is the most common way that people become infected with the virus that causes AIDS?

	Percent of Teens
Sexual contact	81
Blood transfusions	7
Homosexual activities	3
I.V. drug use	2
Dirty needles	2
Drug users	2
Blood	1
Kissing	1
Other (less than 5 mentions per item)	2
Do not know	5
	107 *

* Adds up to more than 100 percent due to multiple mentions.

When then asked, "What is the most common way that people become infected with the virus that causes AIDS?", 81 percent of teens said through sexual contact and an additional 3 percent said through homosexual activities. About 16 percent of teens did not know that the most common route of transmission was through sexual contact (versus 10% of adults). See Table 50.

TABLE 51

WILLINGNESS TO PARTICIPATE IN SEXUALLY EXPLICIT SECTION

	Percent of Teens (N=500)
Willing	70
Teen Not Willing	14
Parent Not Willing	15
	100

PROFILE OF RESPONDENTS VERSUS
NON-RESPONDENTS OF SEXUALLY EXPLICIT SECTION

	Willing Respondents (N=352) %	Teen Not Willing (N=72) %	Parent Not Willing (N=76) %
Sex			
Male	54	49	43
Female	46	51	57
	100	100	100
Age			
13 years old	17	17	25
14 years old	21	21	22
15 years old	18	28	18
16 years old	24	17	16
17 years old	20	18	18
	100	100	100
Age / Sex			
Males, 13-15	30	28	28
Females, 13-15	26	38	38
Males, 16-17	24	21	16
Females, 16-17	20	14	18
	100	100	100

(Continued)

5. Knowledge of Risk Behaviours

In order to assess teens' knowledge of risk behaviours parents were asked if they would let their teen participate in the sexually explicit section of the questionnaire. As shown in Table 51, 15 percent of parents did not give their permission. Teens with parental permission were then asked if they themselves were willing to participate. Another 14 percent of respondents did not complete this section because the teen chose not to do it, even with their parent's permission. Demographic profiles of teens who participated and those who did not participate are provided in Table 51. Subgroups of teens with reduced representation in the sexually explicit section of the questionnaire, as compared to their representation in the total sample, are as follows:

- Females;
- 15 year olds;
- Females 13 to 15 years of age;
- Edmonton teens;

TABLE 51
(continued)

PROFILE OF RESPONDENTS VERSUS
NON-RESPONDENTS OF SEXUALLY EXPLICIT SECTION

	Willing Respondents (N=352) %	Teen Not Willing (N=72) %	Parent Not Willing (N=76) %
Location			
Edmonton	28	39	26
Calgary	28	13	25
Red Deer, Lethbridge, Medicine Hat	8	8	8
Other Northern Alberta	22	29	22
Other Southern Alberta	14	11	18
	100	100	100
Years Lived in Alberta			
0 - 5 years	12	10	11
6 - 10 years	16	17	20
11 years or more	72	74	70
	100	100	100
Household Income			
Under $20,000	14	13	13
$20,000 - $39,999	32	33	38
$40,000 or more	38	35	30
Refused	15	19	18
	100	100	100
Religion			
Protestant	41	44	39
Catholic	32	32	25
Other / Refused	27	24	36
	100	100	100
Grade at School			
Grade 7 & 8	20	24	28
Grade 9	19	17	25
Grade 10	19	31	20
Grade 11	24	10	12
Grade 12	18	19	16
	100	100	100

TABLE 52

TEENS KNOWLEDGE OF RISK BEHAVIOURS
(N=352)

Q. I am now going to describe some sexual lifestyles and I would like you to indicate if you consider that lifestyle to be safe or dangerous when it comes to getting AIDS, and whether that is somewhat or very safe or dangerous.

	Very Safe %	Somewhat Safe %	Somewhat Dangerous %	Very Dangerous %	Do not Know %	Mean Risk
A person who has had many different sexual partners over the past 5 years...	0	3	17	79	0	3.76
A person who has sex with a man who has had sex with another man.....	1	3	24	71	2	3.67
A person who has sex with an intravenous drug user.....	1	2	34	60	3	3.57
A person who has had two or three different sexual partners over the past five years....	2	25	43	30	1	3.01
Someone who uses a spermicide every time they have sex.	5	41	26	9	19	2.48
Passionate or deep kissing with no sexual intercourse.	39	40	17	2	2	1.83

(continued)

Teens who participated in the sexually explicit section of the questionnaire rated the level of safety or danger associated with the various sexual lifestyles shown in Table 52 and Figure 8. Teens provided the same mean risk rating as did adults for the behaviour "a person who has had many different sexual partners over the past five year". The subgroup of teens that had the lowest mean risk rating for this behaviour were those in Grade 10 (71% considered this behaviour to be very dangerous) while those with the highest mean risk rating were in Grade 9 (88% said very dangerous).

The second sexual lifestyle with very high perceived risk among teens was "a person who has sex with a man who has had sex with another man". Teens had a slightly lower mean risk for this behaviour than did adults (71% of teens said very dangerous versus 76% of adults). The lowest mean risk rating was among Grade 12 students and those out of school or in university (63% said very dangerous) and the highest mean rating was among teens living in Red Deer, Lethbridge and Medicine Hat (85% said very dangerous).

The third high risk behaviour was "a person who has sex with an intravenous drug user". Sixty percent of teens versus 69 percent of adults rated this lifestyle as very dangerous. Grade 12 students and those out of school or in university had the lowest rating as only 49 percent considered this lifestyle to be very dangerous, suggesting a need to educate older teens about the risks of intravenous drug use. Those with the highest rating were those living in Red Deer, Lethbridge and Medicine Hat (70% said very dangerous).

TABLE 52
(continued)

TEENS KNOWLEDGE OF RISK BEHAVIOURS
(N=352)

	Very Safe %	Somewhat Safe %	Somewhat Dangerous %	Very Dangerous %	Do not Know %	Mean Risk
Someone who uses a condom every time they have sex.....	31	58	8	2	1	1.80
Sexual massage or petting with no sexual intercourse.	46	38	13	1	2	1.68
Someone who uses a condom as well as a spermicide every time they have sex.	42	38	8	2	11	1.66
Two people who have had sex only with each other over the past 5 years...	54	39	5	1	1	1.53
A person who has had no sex at all over the past 5 years...	75	22	2	0	1	1.27

* On a scale from 1 to 4 where "1" means "very safe", "2" means "somewhat safe", "3" means "somewhat dangerous" and "4" means "very dangerous".

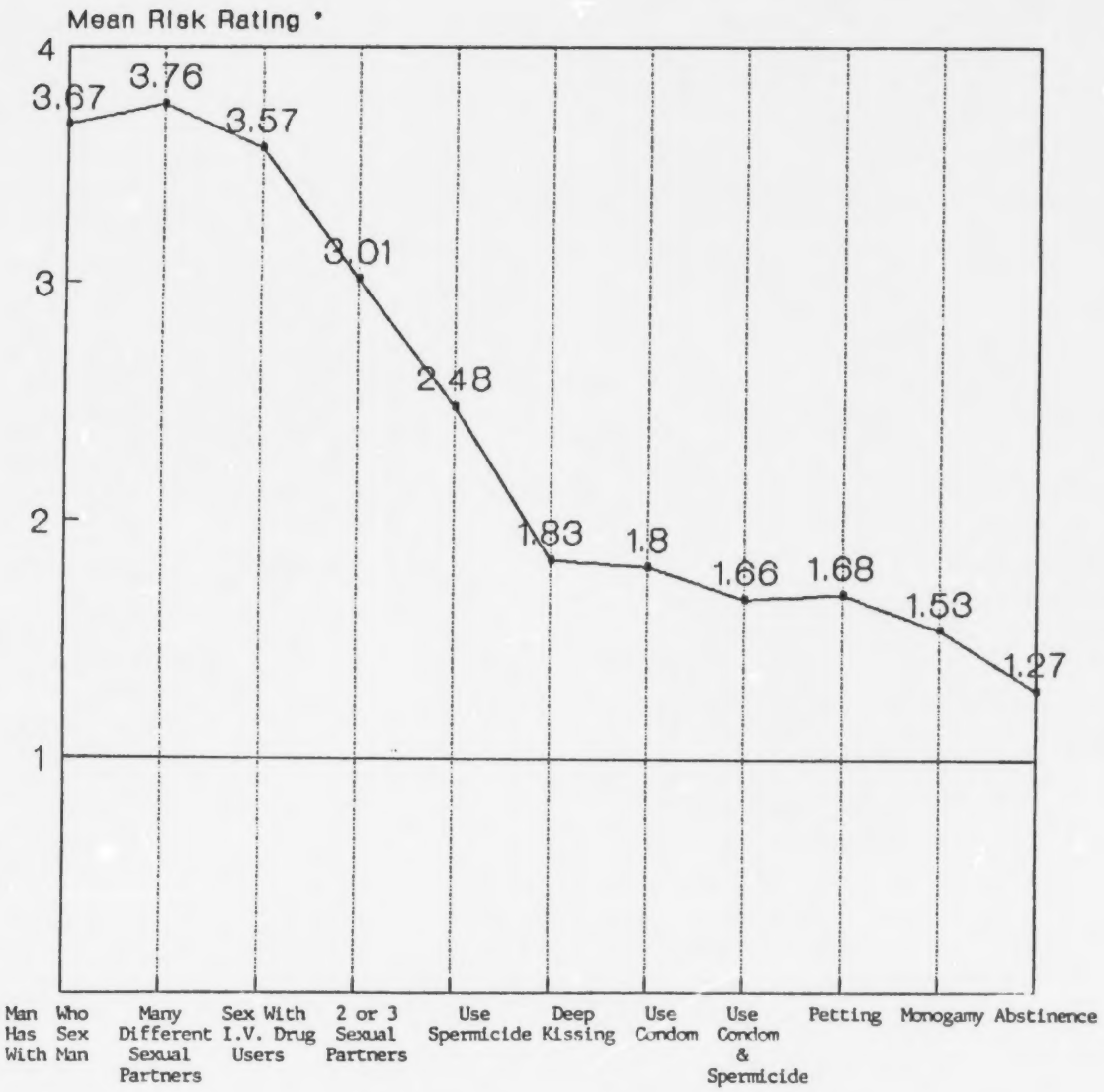
Unlike adults, there was a much higher level of perceived risk among teens with regard to the lifestyle "a person who has had two or three different sexual partners over the past five years". Thirty percent of teens versus 14 percent of adults, rated this lifestyle as very dangerous and an additional 43 percent of teens rated it as somewhat dangerous. Sexual activity outside a monogamous relationship is considered more dangerous among teens than it is among adults. It is interesting to note, however, that as the grade of the teen increased, the level of risk associated with this behaviour decreased. Among Grade 7 and 8 students, 86 percent saw this behaviour as dangerous (either very or somewhat); by Grade 9, 75 percent rated it as dangerous; 69 percent in Grades 10 and 11 and by the time they reach Grade 12 or were out of school, the average rating was about the same as that found in the adult population (62% of Grade 12 teens versus 61% of adults rated this behaviour as dangerous).

None of the remaining behaviour were seen as dangerous among the majority of teens. The next highest risk was "someone who uses a spermicide every time they have sex" with 9 percent describing this behaviour as very dangerous. As with adults, many teens (19%) did not provide a rating, probably because they did not know about spermicides.

The sixth highest risk "passionate or deep kissing with no sexual intercourse". Teens tended to rate this behaviour safer than did adults (79% of teens said it was safe versus 69% of adults).

FIGURE 8

TEENS' PERCEIVED RISK OF VARIOUS SEXUAL LIFESTYLES



* On a scale from 1 to 4 where
"1" means "very safe"
"2" means "somewhat safe"
"3" means "somewhat dangerous"
"4" means "very dangerous"

Teens gave the same rating as adults with regard to "someone who uses a condom every time they have sex". Most teens have knowledge of means by which to reduce their level of risk. As with adults, there was a slightly lower mean risk associated with the use of both a spermicide and a condom (42% very safe and 38% somewhat safe).

Teens and adults had the same mean risk for "sexual massage or petting with no sexual intercourse" (84% safe among teens and 85% safe among adults).

Monogamous sexual behaviour was seen to be as safe among teens as it was among adults, although only 54 percent of teens rated this behaviour as very safe, compared to 68 percent of adults.

Total abstinence was very safe among three out of four teens, so, like adults, some teens may be taking non-sexual factors into account when assessing the risks of various sexual lifestyles.

TABLE 53

LEVELS OF AGREEMENT WITH SELECTED STATEMENTS
ABOUT RISK BEHAVIOURS
(N=352)

	Strongly Agree %	Moderately Agree %	Moderately Disagree %	Strongly Disagree %	Do not Know %
Women cannot get AIDS through sexual intercourse...	2	1	8	89	0
Men who have sex with men are the only ones who get AIDS through sex.....	2	2	14	82	0
Bodily fluids must be exchanged in order to catch the virus that causes AIDS.....	40	22	19	14	6

When asked for their level of agreement with the statements shown in Table 53, teens showed similar levels of knowledge as adults that "women cannot get AIDS through sexual intercourse" (97% disagreed) and that "men who have sex with men are the only ones who get AIDS through sex (96% disagreed).

There is a lower level of knowledge among teens that "bodily fluids must be exchanged in order to catch the virus that causes AIDS". One in three teens disagreed with this statement and 6 percent did not know. The level of knowledge of this fact declined with age (44% disagreement among 13 year olds versus 19% disagreement among 17 year olds). As with adults, there was a correlation between fear of getting AIDS and level of knowledge about bodily fluids. Among teens extremely or very afraid about getting AIDS, 42 percent disagreed versus 19 percent disagreement among those not at all afraid. Increased public knowledge of this fact, especially among teens, is likely to offset some unnecessary fears about AIDS.

TABLE 54

HOW WELL INFORMED RESPONDENTS FEEL ABOUT
AIDS AND ITS PREVENTION
(N=500)

	Percent of Teens
Very well informed	13
Fairly well informed	62
Not too well informed	23
Not at all informed	2
Not stated	0
	100

7. Teens' Reported Level of Knowledge on the Subject of AIDS

Teens were also asked how informed they felt about AIDS and its prevention. See Table 54. The results were similar to that for adults, with 13 percent of teens feeling very well informed, 62 percent fairly well informed, 23 percent not too well informed and 2 percent not at all informed. Teens that tended to feel less informed included: 1) 13 year olds (29% felt not well informed) and 17 year olds (34% felt not well informed); 2) females 16 to 17 years of age (32% felt not well informed); 3) those living in southern Alberta outside the major cities (29% felt not well informed); 4) Grade 7 and 8 students (34% felt not well informed); 5) those in Grade 12 or out of school (32% felt not well informed) 6) those not at all afraid about getting AIDS (29% felt not well informed) and; 7) teens who chose not to participate in the sexually explicit section of the questionnaire (32% felt not well informed).

TABLE 55

TEENS' ACTUAL KNOWLEDGE VERSUS

HOW WELL INFORMED THEY FEEL ABOUT AIDS

	Not Well Informed (N=125)	Fairly Well Informed (N=308)	Very Well Informed (N= 66)
Know that AIDS can be spread from person to person	98%	93%	98%
Know that AIDS is spread by a virus	46%	54%	68%
Know the name of the virus that causes AIDS	2%	3%	9%
Know that most HIV infected people look healthy	55%	65%	58%
Estimated number of infected Albertans to be within 2,500-10,000 range	11%	15%	11%
Know that only some people infected with HIV have AIDS	64%	70%	73%

Table 55 show teens' actual knowledge about AIDS versus how well informed they felt. The more informed teens felt, the more likely they were to know about the virus that causes AIDS, but there is no marked relationship between knowledge of other factors versus how informed they felt.

TABLE 55

TEENS' ACTUAL KNOWLEDGE OF ROUTES OF TRANSMISSION

VERSUS HOW WELL INFORMED THEY FEEL ABOUT AIDS

Knowledge of How HIV is Transmitted	Not Well Informed (N=125)	Fairly Well Informed (N=308)	Very Well Informed (N= 66)
Through sexual contact	98%	97%	98%
From receiving a blood transfusion, blood products or an organ donation	91%	95%	95%
From sharing intravenous drug equipment	90%	95%	98%
From mother to baby during pregnancy	72%	73%	83%
Not from food	80%	87%	86%
Not by shaking hands with someone infected with the virus	95%	97%	94%
Not from public washrooms	74%	85%	79%
Not by working with someone infected with the HIV virus	90%	91%	82%
Not from a swimming pool	75%	87%	85%
Not from mosquitoes	57%	59%	64%
Not from kissing	53%	59%	50%
Not when donating or giving blood	30%	44%	39%
Not by caring for an AIDS patient	72%	71%	58%

FIGURE 9

HOW INFORMED TEENS FEEL ABOUT AIDS VERSUS LEVEL OF FEAR

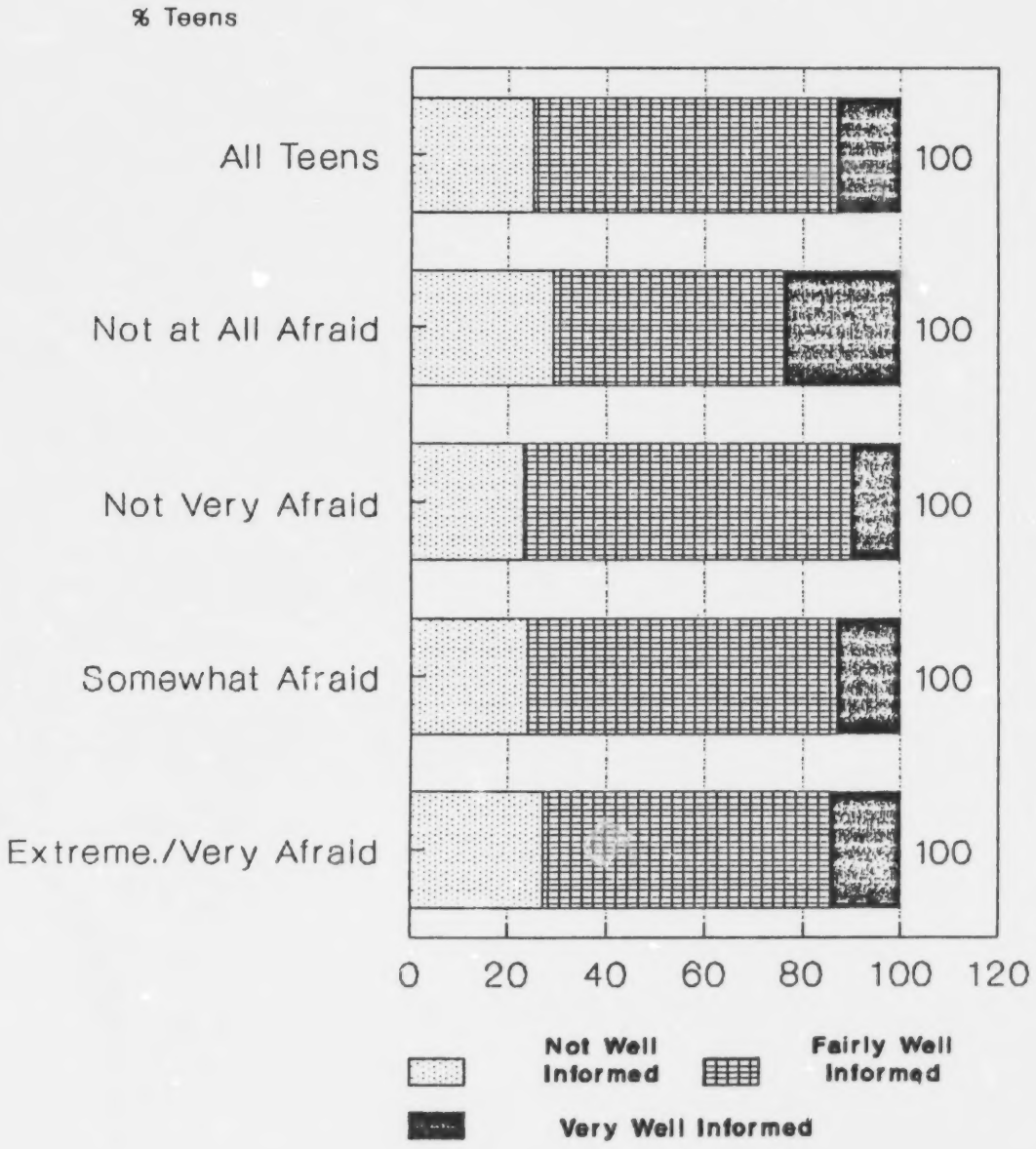


Figure 9 shows that, like adults, there was no distinct relationship between level of fear and how informed teens felt about AIDS.

TABLE 56

REPORTED CHANGE IN SEXUAL HABITS

Respondents to the sexually explicit section of the questionnaire rated their level of agreement with the following statement "the threat of AIDS has caused you to change your sexual habits".

LEVEL OF AGREEMENT	Percent of Teens to Sexually Explicit Section (N=352)
Strongly agree	35
Moderately agree	30
Moderately disagree	16
Strongly disagree	17
Not stated	2
	100

SECTION III: REPORTED CHANGE IN SEXUAL HABITS

When asked for their level of agreement with the statement "the threat of AIDS has caused you to change your sexual habits", over one in three teens strongly agreed with that statement and only 17 percent strongly disagreed. The level of agreement among teens was much higher than among adults.

Agreement was much higher among females 13 to 15 years of age (44% strongly agreed) and among those in Grade 9 (43% strongly agreed).

As with adults, the highest level of agreement with this statement was among those extremely or very afraid about getting AIDS (49% strongly agreed). Unlike adults, the level of agreement among those not at all afraid was higher (32% agreed) than the level of agreement among those not very afraid (23% agreed), so as fear diminished, there was not necessarily a decline in the level of reported behaviour change among teens.

There was no notable difference in responses of males and females.

TABLE 57

LEVELS OF AGREEMENT WITH STATEMENTS
ABOUT VARIOUS AIDS ISSUES
(N=500)

	Strongly Agree %	Moderately Agree %	Moderately Disagree %	Strongly Disagree %	Do not Know %
People must not donate blood if they think they might be infected with the virus that causes AIDS...	79	13	3	4	1
When someone goes to their doctor for testing for HIV infection, then the doctor must keep the test results confidential with the patient.....	73	17	5	4	1
When someone goes to a sexually transmitted disease clinic for testing for HIV infection, then the clinic must keep the test results confidential with the patient.....	71	20	5	4	1
Public health officials should locate and test anyone who may have had sex with someone who has tested positive for the HIV virus...	53	34	9	3	1
Couples should be tested for AIDS before they get married.....	45	29	14	11	1

(continued)

SECTION IV: ATTITUDES TOWARD SELECTED AIDS ISSUES

Table 57 shows teens' levels of agreement with statements about various AIDS issues. The highest level of agreement was with the statement, "people must not donate blood if they think they might be infected with the virus that causes AIDS" (92% agreement). There was little variance between subgroups of teens with respect to their level of agreement with this statement.

Confidential testing was more important to teens than to adults as 90 percent of teens agreed that "when someone goes to their doctor for testing for HIV infection, then the doctor must keep the test results confidential with the patient" and 91 agreed that sexually transmitted disease clinics must keep the test results confidential as well.

Most teens support contact tracing (87%) and most agree that couples should be tested for AIDS before they get married (74%).

Teens were less likely than adults to feel safe if a home for AIDS patients is located in their neighborhood. Teens require additional information on this subject in order to minimize any unnecessary fears about proximity to an AIDS treatment hospice.

TABLE 57
(continued)

LEVELS OF AGREEMENT WITH STATEMENTS
ABOUT VARIOUS AIDS ISSUES
(N=500)

	Strongly Agree %	Moderately Agree %	Moderately Disagree %	Strongly Disagree %	Do not Know %
You would feel safe if a home for AIDS patients is located in your neighbourhood.....	29	41	17	11	2
Because of AIDS, a career in the health profession can be too risky.....	12	28	31	27	2
AIDS patients should be quarantined so they are not in contact with the general public.....	9	23	32	32	4

Teens had similar responses to adults with respect to the statements "because of AIDS a career in the health profession can be too risky" (40% agreed) and "AIDS patients should be quarantined so they are not in contact with the general public" (32% agreed).

TABLE 58

WHERE TEEN ALBERTANS HAVE RECENTLY GONE
FOR INFORMATION OR ADVICE ABOUT HEALTH ISSUES
(N=500)

	Percent of Teens
Schools	18
AADAC	5
Physicians / Doctors	3
Local health units / clinics	3
Teachers	2
Counsellors	2
Groups against drunk driving	1
Parents	1
Media source	1
Pamphlets / brochures	1
Youth groups	1
Other (less than 5 mentions per item)	8
None	61
Do not know / Not stated	2
	109 *

* Adds up to more than 100 percent due to multiple mentions.

SECTION V: TEENS' INFORMATION REQUIREMENTS ON THE SUBJECT OF AIDS

1. Where Teens Have Recently Gone for Information or Advice About Health Issues

When asked, "Within the past 3 months, what individuals, organizations or groups have you been in contact with for information or advice about health issues?" As shown in Table 58, teens are more likely than adults to have been in contact with someone for information or advice about health issues (61% of teens had no contacts over the past three months compared to 74% of adults). By being in school, many teens have ready access to health information services. It should be noted that teens were more likely to get information or advice from AADAC (5%) than they were from a physician or doctor (3%).

As with adults, only a minority of teens were in contact with one of the sources of information or advice shown in Table 58, suggesting that additional channels may be required to distribute health information to teens.

TABLE 59

LEVEL OF ACTIVE SEARCH FOR
INFORMATION OR ADVICE ABOUT AIDS

Q. Have you been in contact with any individual, group or organization for information or advice about AIDS?

	Percent of Teens (N=500)
Yes	18
No	82
	100

(Continued)

2. Who Teens Have Been in Contact with for Information or Advice About AIDS

When asked "have you been in contact with any individual, group or organization for information or advice about AIDS?", teens were more likely than adults to say yes (18% of teens and 8% of adults said yes).

TABLE 59
(continued)

LEVEL OF ACTIVE SEARCH FOR
INFORMATION OR ADVICE ABOUT AIDS

Q. [IF YES :] Which ones?

	Number of Mentions (N=91)
School	27
Local / civic health unit	14
Teacher	12
Physician	7
AADAC	4
Media source	3
AIDS seminar / lecture	3
Church	3
Nurse	2
Counsellor	2
AIDS group	2
Library	2
Hospital	2
Other (1 mention each)	14
Not stated	11
	108 *

* Adds up to more than 91 due to multiple mentions.

When asked who they have been in contact with, 39 percent said schools or teachers. See Table 59. Schools have already been providing some information to teens about AIDS.

TABLE 60

WHERE TEENS HAVE SEEN OR HEARD INFORMATION
ABOUT AIDS OR ITS PREVENTION
(N=500)

	---- Unaided ----- First Mention %	Total Unaided %	+	Aided %		Total Awareness %
On television	52	80	+	16	=	96
In magazines	7	20	+	57	=	77
From teachers at school	21	48	+	25	=	73
In the newspapers	9	29	+	43	=	72
In a pamphlet / brochure	4	17	+	52	=	69
On the radio	1	17	+	45	=	62
From parents	0	6	+	50	=	56
Through friends	1	8	+	44	=	52
From health professionals such as doctors/nurses	2	8	+	20	=	28
Other	3	6				

3. Where Teens Have Seen or Heard Information About AIDS

Teen sources of information about AIDS are presented in Table 60. As with adults, television messages about AIDS have reached more teens than have messages from any other source (96% of both adults and teens).

Magazines are the next source likely to reach teens (77% of teens have seen information about AIDS in magazines). Next are teachers, as 73 percent of teens have had information about AIDS from teachers.

Newspapers do not reach teens (72%) as well as adults (83%). Pamphlets and brochures, however, have reached teens better than adults (69% for teens compared to 53% for adults). Radio messages about AIDS have not been heard by teens (62%) as much as by adults (72%).

The majority of parents have provided their teens with some information about AIDS (56% from parents) and 52 percent of teens have had information from their friends.

Health professionals have reached the same proportion of teens as adults (28%).

Mass media is not the only information source reaching most teens, as most have already received some information through their schools.

TABLE 61

RECALL OF SPONSORED MESSAGES ABOUT AIDS
OR ITS PREVENTION

Q. Have you seen or heard any messages about AIDS or its prevention that have been sponsored by a particular company or organization?

	Percent of Teens (N=500)
Yes	31
No	69
	100

Q. Who sponsored these messages?

	Percent of Teens (N=500)
Media	4
AADAC	2
Condom manufacturer	2
AIDS group	1
Other (less than 5 mentions per item)	6
Do not know / Not stated	17
Not aware of sponsor	69
	101 *

* Adds up to more than 100 percent due to multiple mentions.

Table 61 shows that the level of recall of sponsored messages was about the same among teens as among adults. Thirty-one percent of teens said they could recall a sponsor and when asked to name the sponsor, only 15 percent of teens were able to name or describe the sponsor. It is interesting to note that AADAC was the second most frequently recalled sponsor (2%).

TABLE 62

LEVEL OF NEED FOR ADDITIONAL INFORMATION ABOUT AIDS

Q. In your view, is it very necessary, somewhat necessary or not at all necessary to inform the general public about AIDS, its causes and it methods of prevention.

	Percent of Teens (N=500)
Very necessary	95
Somewhat necessary	4
Not at all necessary	1
Do not know	0
	100

4. Level of Need for Additional Information About AIDS

Table 62 shows that almost all teens (95%) as well as adults feel it is very necessary to inform the general public about AIDS, its causes and its methods of prevention.

TABLE 63

WHERE SEXUALLY EXPLICIT INFORMATION SHOULD BE AVAILABLE

Q. In order to adequately inform people about how to protect themselves against AIDS, sexually explicit information may be required. In your view, should sexually explicit information be available ...

	Yes %	No %	Not Sure %
In senior high schools.....	98	1	0
In pamphlets/brochures.....	96	2	1
In junior high schools.....	89	7	3
In magazines.....	89	7	2
In newspapers.....	76	18	5
On television.....	82	13	4
On the radio.....	69	26	5

To assess the level of need for sexually explicit information, teens stated where they thought this information should be available.

As with adults, every source mentioned was an appropriate source, with the lowest acceptance being on the radio (69% of teens) and the highest level of acceptance being in senior high schools (98%). Teens support getting sexually explicit information about AIDS in schools.

TABLE 64

TOPICS OF INFORMATION ABOUT AIDS DESIRED BY TEEN ALBERTANS

	Yes %	No %	Not Sure %
How a person knows if they have AIDS	92	7	1
How to protect yourself from HIV infection	87	12	1
How the HIV virus is spread	86	13	1
The cause of AIDS	85	14	1
Safer sexual habits	82	17	1
Confidential counselling and testing for infection with the HIV virus	73	25	2
Treatment and care of AIDS patients	72	26	2

5. AIDS Information Desired by Teen Albertans

All seven topics listed in Table 64 were desired by the vast majority of teens, and the level of need among teens was much higher than among adults. Teens were especially high in their level of need for more information about "how to protect yourself from HIV infection" (87%) as well as "confidential counselling and testing for infection with the HIV virus" (73%).

TABLE 65

WHO TEENS WOULD TALK TO
ABOUT AIDS OR HIV INFECTION

Q. Without naming the actual person, who would you go to if you wanted to talk to someone about AIDS or HIV infection?

	Percent of Teens (N=500)
Physician / Doctor	48
Parent	23
Counsellor	14
Friend	8
Teacher	6
Nurse	2
Someone at clinic (type not specified)	1
A relative (other than parent)	1
Local health unit	1
Other (less than 10 mentions per item)	4
Do not know	2
	113 *

* Adds up to more than 100 percent due to multiple mentions.

6. Who Teens Would Talk to About AIDS

When asked what individual they would go to if they wanted to talk to someone about AIDS or HIV infection, almost half said they would go to a medical doctor. One in four teens would talk to their parent, evidence of a need to ensure that parents have the information they require in order to talk with their teens about AIDS. Twenty percent would go to a teacher or counsellor at school, so the school system also must be prepared to provide this information.

TABLE 66

POSSIBLE SPONSORS

Q. Thinking about various groups and organizations, which one do you think is capable of providing the public the most accurate, reliable and up-to-date information about AIDS and its prevention.

	Percent of Teens (N=500)
Physicians	19
Local / civic health units	5
AIDS groups	5
Schools	5
AADAC	5
Hospitals	5
Clinic (type not specified)	4
Medical professionals	4
STD clinic	2
Nurses	2
The media	2
Counsellor	1
Government	1
Hospital staff	1
Red Cross	1
Other (less than 5 mentions per item)	8
None	2
Do not know	34
	105 *

* Adds up to more than 100 percent due to multiple mentions.

7. Possible Sponsors for AIDS Information

When asked which group or organization is capable of providing the public with the most accurate, reliable and up-to-date information about AIDS and its prevention, again, no single sponsor stands out. A professional medical organization or group would also be an appropriate sponsor for teens.

APPENDIX

QUESTIONNAIRE

Public Attitude Study
Q.C.R. # 1810.01

Q.C.R. Quality Control Research Inc.

RECORDING SHEET # [ ] [1-3]

RESPONDENT # [ ] [4-7]

RESPONDENT INFORMATION

SEX : MALE --------- 1
FEMALE ------- 2 [8]

Telephone Number : [ ] [9-11] - [ ] [12-14] - [ ] [15-18] [9-18]

DIALING CENTRE : Edmonton ---------- 1
Calgary ---------- 2 [19]

Local ------------ 1
Long Distance ----- 2 [20]

CIRCLE CENTRE DIALLED : [WATCH QUOTAS]

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 [21-22]

LOCATION :

Edmonton	1
Red Deer	2
Calgary	3
Lethbridge	4
Medicine Hat	5
Other Northern Alberta	6
Other Southern Alberta	7

[23]

INTERVIEWER RECORD

I certify that this interview was conducted following the questionnaire and according to the instructions for this study and that the answers recorded are as given to me by the respondent named above.

I also realize that a portion of my work will be verified.

_____ INTERVIEWER'S SIGNATURE

_____ DATE

TIME

START : _____ STOP : _____ TOTAL : _____ [24-25]

OFFICE USE ONLY

CHECKED BY : _____ DATE : _____

VERIFIED BY : _____ DATE : _____

Hello, this is _____ from Quality Control Research Inc., a professional research company. We are conductimg a survey and I'd like to assure you that we are not selling or promoting anything. Answers to our survey will be used in the development of new services for the public.

SCREENER

A. First of all, do you or does any member of your household work for : [WAIT FOR RESPONSE BETWEEN ITEMS.]

A marketing or opinion research company	1	__ 26
An advertising or public relations firm	2	
Or a newspaper, magazine,radio or television station	3	

IF YES TO ANY OF THESE, THANK AND TERMINATE

B. In order to select someone for an interview, I need to know how many members of your household are 18 years of age or older?

_____ people 18 years of age or older __ __ 28

IF ONLY ONE PERSON --------- 1 SKIP TO QU. C
IF MORE THAN ONE PERSON ---- 2 SKIP TO QU. D

C. Is that person available?

Yes ---------- 1 SKIP TO QU. F
No ---------- 2 SKIP TO QU. E
Person is respondent --- 3 SKIP TO QU. G

D. I need to speak to the person in your household, aged 18 years of age or older, whose birthday is next after today. Is that person available?

Yes ---------- 1 SKIP TO QU. F
No ---------- 2 SKIP TO QU. E
Person is respondent --- 3 SKIP TO QU. G

E. What time would be best to try and contact that person?

Date : _____ Time : _____ AM/PM

Person's First Name : _____

F. REPEAT INTRODUCTION AND CONTINUE TO QU. G.

G. Please note that all your answers will be kept strictly anonymous and confidential. Before we begin, I just need to know which age group you are in? Are you ...

READ LIST

18 - 24 years old ------ 1 __ 29
25 - 29 ---------- 2
30 - 39 ---------- 3
40 - 49 ---------- 4
50 - 59 ---------- 5
60 years or older ------ 6

H. [DO NOT ASK - RECORD SEX]

Male ---------- 1 __ 30
Female ---------- 2

SECTION 1

1. At the present time, there are a variety of different health issues or problems of concern to the public. Which health issue or problem first comes to mind?

__ __ 32

_____

__ __ 34

_____

2. I am now going to read a short list of possible health issues and for each I would like to know if you are extremely concerned, very concerned, somewhat concerned, or not at all concerned about that issue. How concerned are you about ... [READ LIST - ROTATE FROM X].

		CONCERN					QU. 3	
		Ext	Very	Some-what	Not	DK	Most	
___	a) The disease Acquired Immune Deficiency Syndrome commonly known as AIDS	1	2	3	4	5	1	__ 35
___	b) Automobile and traffic accidents	1	2	3	4	5	2	__ 36
___	c) Alcohol and drug abuse	1	2	3	4	5	3	__ 37
___	d) Unwanted teenage pregnancies	1	2	3	4	5	4	__ 38
___	e) Sexually transmitted diseases	1	2	3	4	5	5	__ 39
___	f) Mental health	1	2	3	4	5	6	__ 40
___	g) Prevention of suicides	1	2	3	4	5	7	__ 41

3. At present, which one of these issues are you most concerned about? [READ BACK HIGHEST RATINGS IF NECESSARY - RECORD ONE ANSWER ABOVE] __ 42

4. Within the past 3 months what individuals, organizations or groups have you been in contact with for information or advice about health issues?

__ __ 44

_____

__ __ 46

_____

__ __ 48

_____

NONE ---------- 98
Don't Know/Not Stated - 99

5A. Thinking specifically about the disease Acquired Immune Deficiency Syndrome, or AIDS, where have you heard or seen information about this disease or its prevention? [DO NOT READ LIST] Anywhere else?

	QU. 5A First	QU. 5A Other	QU. 5B Aided Yes	QU. 5B Aided No	1st Others
In the newspapers	1	1	1	2	52
In magazines	2	2	1	2	56
On the radio	3	3	1	2	60
On television	4	4	1	2	64
In a pamphlet or brochure	5	5	1	2	68
Through friends, relatives or co-workers	6	6	1	2	Aided 69
From health professionals such as doctors or nurses	7	7	1	2	71
From educators or teachers	8	8	1	2	73
Other [SPECIFY] _____	_____				75
	_____				Ø 77

5B. [FOR EACH ITEM NOT MENTIONED IN QU. 5A, ASK :] Have you seen or heard anything about AIDS or its prevention .. [READ ITEM AND RECORD ABOVE.]

6A. Have you seen or heard any messages about AIDS or its prevention that have been sponsored by a particular company or organization?

Yes	1	CONTINUE	78
No	2	SKIP TO QU. 7	

6B. Who sponsored these messages?

First Mention _____	80
Second Mention _____	82
Third Mention _____	84
Do Not Know / Not Stated 99	

7A. As you probably know, some diseases spread from person to person while other diseases do not. To the best of your knowledge, is AIDS a disease that can be spread from person to person?

Yes	1	CONTINUE	85
Depends	2	CONTINUE	
No	3	SKIP TO QU. 8	
[Do not know]	4	SKIP TO QU. 8	

7B. Is AIDS spread by bacteria, a virus, a fungus or by some other means?

Bacteria	1	SKIP TO QU. 8	87
Virus	2	CONTINUE	
Fungus	3	SKIP TO QU. 8	
Other [SPECIFY] _____		SKIP TO QU. 8	
[Do not know]	99	SKIP TO QU. 8	

7C. As best you can remember, what is the name of the virus that causes AIDS? __ __ 89

_____ __ __ 91

_____

8. AIDS is spread by a virus that is called the Human Immunodeficiency Virus, or HIV virus. It has also been called the HTLV-3 virus. When someone is first infected by the HIV virus, are they more likely to look healthy or are they more likely to look sick? __ 92

Healthy ---------- 1
Sick ---------- 2
[Do not know] ---------- 3

9. About how many people in Alberta do you estimate are presently infected with the virus that causes AIDS?

_____ people __ __ __ __ __ __ 99

10. Of the people infected with the HIV virus, do all or most of them have the disease AIDS, or do only some of them have AIDS? __ 100

All or most of them ---- 1
Only some of them ------ 2
[Do not know] ---------- 3

11. I am now going to read some ways that people may or may not become infected with the HIV virus that causes AIDS. To the best of your knowledge, has anyone ever caught the infection ... [READ LIST - ROTATE FROM X.]

		Yes	No	Depends	Do Not Know	
___	a) from food	1	2	3	4	__ 101
___	b) from mosquitoes	1	2	3	4	__ 102
___	c) from receiving a blood transfusion, blood products or an organ donation	1	2	3	4	__ 103
___	d) when donating or giving blood	1	2	3	4	__ 104
___	e) through sexual contact	1	2	3	4	__ 105
___	f) from public washroom facilities	1	2	3	4	__ 106
___	g) by shaking hands with someone infected with the HIV virus	1	2	3	4	__ 107
___	h) by working with someone who is infected with the HIV virus	1	2	3	4	__ 108
___	i) by caring for an AIDS patient	1	2	3	4	__ 109
___	j) from sharing intravenous drug equipment	1	2	3	4	__ 110
___	k) from a swimming pool	1	2	3	4	__ 111
___	l) from kissing	1	2	3	4	__ 112
___	m) from mother to baby during pregnancy	1	2	3	4	__ 113

12. What is the most common way that people become infected with the virus that causes AIDS?

__ __ 115
_____
__ __ 117
_____

13A. Most people who were infected with the HIV virus that causes AIDS acquired the infection through sexual contact with another infected person. Consequently AIDS is primarily a sexually transmitted disease. In your view, is it very necessary, somewhat necessary, or not at all necessary to inform the general public about AIDS, its causes and its methods of prevention.

Very necessary ---------	1	SKIP TO QU. 14	__ 118
Somewhat necessary -----	2	SKIP TO QU. 14	
Not at all necessary ---	3	CONTINUE	
[Do not know] ----------	4	SKIP TO QU. 14	

13B. [IF 'NOT AT ALL NECESSARY' ASK :] [OTHERWISE SKIP TO QU. 14]
What is the main reason you feel that way?

__ __ 120
_____
__ __ 122
_____
_____

[NOW SKIP TO QU. 15]

14. In order to adequately inform people about how to protect themselves against AIDS, sexually explicit information may be required. In your view, should sexually explicit information be available ...
[READ LIST - ROTATE FROM X]

		Yes	No	Not Sure	
___	a) In junior high schools -----	1	2	3	__ 123
___	b) In senior high schools -----	1	2	3	__ 124
___	c) In newspapers -------------	1	2	3	__ 125
___	d) On the radio --------------	1	2	3	__ 126
___	e) On television -------------	1	2	3	__ 127
___	f) In magazines --------------	1	2	3	__ 128
___	g) In pamphlets/brochures -----	1	2	3	__ 129

15. In the next section of the questionnaire, I use some sexually explicit language. Are you willing to participate in this section of the study, or would you prefer not to?
[IF NECESSARY, READ LIST OF LANGUAGE]

Willing to participate -	1	CONTINUE	__ 130
Prefer not to ----------	2	SKIP TO SECTION 3	

SECTION 2

16. I am now going to describe some sexual lifestyles and I would like you to indicate if you consider that lifestyle to be safe or dangerous when it comes to getting AIDS, and whether that is somewhat or very safe or dangerous. And the first lifestyle is ... [READ LIST - ROTATE FROM X]

	Safe		Dangerous			
	Very	Some-what	Some-what	Very	DK NS	
___ a) Two people who have had sex only with each other over the past five years	1	2	3	4	5	__ 131
___ b) A person who has had two or three different sexual partners over the past five years	1	2	3	4	5	__ 132
___ c) A person who has had many different sexual partners over the past five years	1	2	3	4	5	__ 133
___ d) A person who has had no sex at all over the past five years	1	2	3	4	5	__ 134
___ e) Someone who uses a condom every time they have sex	1	2	3	4	5	__ 135
___ f) Someone who uses a spermicide every time they have sex	1	2	3	4	5	__ 136
___ g) Somone who uses a condom as well as a spermicide every time they have sex	1	2	3	4	5	__ 137
___ h) Passionate or deep kissing with no sexual intercourse	1	2	3	4	5	__ 138
___ i) Sexual massage or petting with no sexual intercourse	1	2	3	4	5	__ 139
___ j) A person who has sex with a man who has had sex with another man	1	2	3	4	5	__ 140
___ k) A person who has sex with an intravenous drug user	1	2	3	4	5	__ 141

17. Next is a list of statements and for each I would like you to tell me if you agree or disagree with that statement, and whether that is strongly or moderately.

	Agree		Disagree		
	Strong	Moder	Moder	Strong	DK
a) The threat of AIDS has caused you to change your sexual habits	1	2	3	4	5	__ 142
b) Women cannot get AIDS through sexual intercourse	1	2	3	4	5	__ 143
c) Men who have sex with men are the only ones who get AIDS through sex	1	2	3	4	5	__ 144
d) Bodily fluids must be exchanged in order to catch the virus that causes AIDS	1	2	3	4	5	__ 145

SECTION 3

18. How well informed do you feel about AIDS and its prevention? Do you feel ... [READ LIST]

Very well informed ----- 1
Fairly well informed --- 2
Not too well informed -- 3
or Not at all informed ---- 4
[Not Stated] ---------- 5

__ 146

19. Next is a list of different topics of information that could be distributed to the public to promote the prevention of AIDS and I would like to know if you, personally, would like to have more information on that subject. Would you like more information about ... [READ LIST - ROTATE FROM X]

		YES	NO	Not Sure Don't Know	
___	a) How a person knows if they have AIDS	1	2	3	__ 147
___	b) The cause of AIDS	1	2	3	__ 148
___	c) How the HIV virus is spread	1	2	3	__ 149
___	d) Safer sexual habits	1	2	3	__ 150
___	e) Confidential counselling and testing for infection with the HIV virus	1	2	3	__ 151
___	f) How to protect yourself from HIV infection	1	2	3	__ 152
___	g) Treatment and care of AIDS patients	1	2	3	__ 153

20. Without naming the actual person, who would you go to if you wanted to talk to someone about AIDS or HIV infection?

__ __ 155
_____
__ __ 157
_____

21A. Thinking about various groups and organizations, which one do you think is capable of providing the public with the most accurate, reliable and up-to-date information about AIDS and its prevention.

__ __ 159
_____
__ __ 161
_____
__ __ 163
_____

NONE ---------- 98
Don't Know/Not Stated - 99

21B. Have you been in contact with any individual, group or organization for information or advice about AIDS?

Yes ---------- 1 CONTINUE
No ---------- 2 SKIP TO QU. 22
[Not Stated] ---------- 3 SKIP TO QU. 22

__ 164

21C. [IF YES :] Which ones?

__ __ 166
_____
__ __ 168
_____

22A. With regard to testing people for AIDS, some people are of the opinion that everyone, including yourself, should be tested for the HIV virus, others feel that only certain groups or individuals should be tested on a compulsory or mandatory basis, while others feel that testing should be done on a completely voluntary basis. Which of these views is closest to your own?

Test everyone ----------	1	SKIP TO QU. 23	__ 169
Test only certain groups ----------	2	CONTINUE	
Test completely voluntary ---------	3	SKIP TO QU. 23	
[Don't know/not stated]-	4	SKIP TO QU. 23	

22B. [IF 'ONLY CERTAIN GROUPS', THEN ASK :]
[OTHERWISE SKIP TO QU. 23]
For what groups or types of individuals should testing be mandatory, even if they do not give consent?

__ __ 171
_____
__ __ 173
_____
__ __ 175
_____

23. And now I would like you to tell me if you agree or disagree with each of the following statements, and whether that is strongly or moderately. [READ LIST - ROTATE FROM X]

		Agree		Disagree			
		Strong	Moder	Moder	Strong	DK	
___	a) When someone goes to their doctor for testing for HIV infection, then the doctor must keep the test results confidential with the patient	1	2	3	4	5	__ 176
___	b) When someone goes to a sexually transmitted disease clinic for testing for HIV infection, then the clinic must keep the test results confidential with the patient	1	2	3	4	5	__ 177
___	c) AIDS patients should be quarantined so they are not in contact with the general public	1	2	3	4	5	__ 178
___	d) Public health officials should locate and test anyone who may have had sex with someone who has tested positive for the HIV virus	1	2	3	4	5	__ 179
___	e) You would feel safe if a home for AIDS patients is located in your neighbourhood	1	2	3	4	5	__ 180
___	f) Couples should be tested for AIDS before they get married	1	2	3	4	5	__ 181
___	g) Because of AIDS, a career in the health profession can be too risky	1	2	3	4	5	__ 182
___	h) People must not donate blood if they think they might be infected with the virus that causes AIDS	1	2	3	4	5	__ 183

24. How afraid are you that you or someone close to you will get AIDS? Would you say that you are ... [READ LIST]

Extremely afraid ------- 1
Very afraid ------------ 2
Somewhat afraid -------- 3
Not very afraid -------- 4
or Not at all afraid ------ 5
[Not Stated] ----------- 6

__ 184

BASIC DATA

Now I just have a few more questions so we may classify your answers along with all the other people who have taken part in this survey.

25. About how many years have you lived in Alberta?

_____ years __ __ 186

Teen Attitude Study
Q.C.R. # 1810.02

Q.C.R. Quality Control
Research Inc.

RECORDING SHEET # [1-3]

RESPONDENT # [4-7]

RESPONDENT INFORMATION

SEX : MALE --------- 1
FEMALE ------- 2 [8]

Telephone Number : [9-11] - [12-14] - [15-18] [9-18]

DIALING CENTRE : Edmonton ---------- 1
Calgary ---------- 2 [19]

Local ------------- 1
Long Distance ----- 2 [20]

CIRCLE CENTRE DIALLED : [WATCH QUOTAS]

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 [21-22]

LOCATION :

Edmonton	1
Red Deer	2
Calgary	3
Lethbridge	4
Medicine Hat	5
Other Northern Alberta	6
Other Southern Alberta	7

[23]

INTERVIEWER RECORD

I certify that this interview was conducted following the questionnaire and according to the instructions for this study and that the answers recorded are as given to me by the respondent named above.

I also realize that a portion of my work will be verified.

INTERVIEWER'S SIGNATURE _____ DATE _____

TIME

START : _____ STOP : _____ TOTAL : _____ [24-25]

OFFICE USE ONLY

CHECKED BY : _____ DATE : _____

VERIFIED BY : _____ DATE : _____

Hello, this is _____ from Quality Control Research Inc., a professional research company.

SCREENER

A. We are conducting a survey and need to speak to the male or female head of the household. Are you that person?

Yes ---------- 1	CONTINUE
No ---------- 2	ASK TO SPEAK TO THAT PERSON. - IF AVAILABLE REPEAT INTRO AND CONTINUE - IF NOT AVAILABLE ARRANGE CALL BACK TIME AND RECORD IN QU. E.

B. I'd like to assure you that we are not selling or promoting anything. Answers to our survey will be used in the development of new services for the public.

First of all, do you or does any member of your household work for : [WAIT FOR RESPONSE BETWEEN ITEMS.]

A marketing or opinion research company ----------	1	__ 26
An advertising or public relations firm ----------	2	
Or a newspaper, magazine, radio or television station -------	3	

IF YES TO ANY OF THESE, THANK AND TERMINATE

C. How many members of your household are 13-17 years of age?

_____ people 13 - 17 years of age __ __ 28

IF NONE : THANK AND TERMINATE

IF ONLY ONE, THEN ASK : What is that person's age? [RECORD BELOW]

IF TWO OR MORE, ASK : I need to know the age of the person in the household, aged 13 - 17 years old, whose birthday is next after today?

[CIRCLE AGE AND WATCH QUOTAS] 13 14 15 16 17 __ __ 30

D. Are you that person's parent or guardian?

Yes ---------- 1	CONTINUE
No ---------- 2	ASK TO SPEAK TO PARENT OR GUARDIAN. - IF AVAILABLE, REPEAT INTRO AND CONTINUE - IF NOT AVAILABLE ARRANGE CALL BACK TIME AND RECORD IN QU. E. - IF TEEN ON HIS/HER OWN, RECORD AND SKIP TO QU. I. ON OWN ---------- 1 __ 31

E. Is your (age) year old home at this time?

Yes ---------- 1	CONTINUE
No ---------- 2	ASK : At what time would you and your (age) year old be available?

CALLBACK TIME : RECORD IF SCREENER QU. A D or E

Date : _____ Time : _____ AM/PM

F. [RECORD SEX OF PARENT :]

Male ---------- 1
Female ---------- 2 __ 32

G. We are conducting a survey among teens and are requesting parent's permission to conduct these interviews. The subject of the interview is AIDS and the prevention of AIDS. As you probably know, AIDS is primarily a sexually transmitted disease. The purpose of this survey is to identify whether or not teens require any additional information about this disease and its prevention and, if so, what type of information would be helpful. A variety of health and education organizations will be using this information. Of course, all answers provided to us are kept strictly anonymous and confidential. Would you like your (age) year old to participate in this study?

Yes ---------- 1 CONTINUE
No ---------- 2 THANK AND RECORD __ 33

H. One brief portion of the questionnaire uses sexually explicit language. According to your preferences, we will include or not include this section of the questionnaire. Which do you prefer?
[IF NECESSARY, READ LIST OF LANGUAGE]

Include ---------- 1 INCLUDE SECTION 2
Do Not Include ---- 2 OMIT SECTION 2 __ 34

I. Before we talk to your teen, which of the following best describes your total household income, that is the income before taxes of all persons residing in your household?

[READ LIST]
Under $10,000 ---------- 1
$10,000 - $19,999 ------ 2
$20,000 - $29,999 ------ 3
$30,000 - $39,999 ------ 4
$40,000 - $49,999 ------ 5
$50,000 or over -------- 6
[Refused] ---------- 7 __ 35

J. [ASK TO SPEAK TO THEIR (AGE) YEAR OLD AND REPEAT INTRO.]
Please note that all your answers will be kept strictly anonymous and confidential.

[RECORD SEX OF TEEN]
Male ---------- 1
Female ---------- 2 __ 36

SECTION 1

1. At the present time, there are a variety of different health issues or problems of concern to the public. Which health issue or problem first comes to mind?

_____ __ 38

_____ __ 40

_____

2. I am now going to read a short list of possible health issues and for each I would like to know if you are extremely concerned, very concerned, somewhat concerned, or not at all concerned about that issue. How concerned are you about ... [READ LIST - ROTATE FROM X].

		CONCERN					QU. 3	
		Ext	Very	Some-what	Not	DK	Most	
___	a) The disease Acquired Immune Deficiency Syndrome commonly known as AIDS	1	2	3	4	5	1	__ 41
___	b) Automobile and traffic accidents	1	2	3	4	5	2	__ 42
___	c) Alcohol and drug abuse	1	2	3	4	5	3	__ 43
___	d) Unwanted teenage pregnancies	1	2	3	4	5	4	__ 44
___	e) Sexually transmitted diseases	1	2	3	4	5	5	__ 45
___	f) Mental health	1	2	3	4	5	6	__ 46
___	g) Prevention of suicides	1	2	3	4	5	7	__ 47

3. At present, which one of these issues are you most concerned about? [READ BACK HIGHEST RATINGS IF NECESSARY - RECORD ONE ANSWER ABOVE] __ 48

4. Within the past 3 months what individuals, organizations or groups have you been in contact with for information or advice about health issues?

__ __ 50

_____ __ __ 52

_____ __ __ 54

_____

NONE ---------- 98
Don't Know/Not Stated - 99

5A. Thinking specifically about the disease Acquired Immune Deficiency Syndrome, or AIDS, where have you heard or seen information about this disease or its prevention? [DO NOT READ LIST] Anywhere else?

	QU. 5A First	QU. 5A Other	QU. 5B Aided Yes	QU. 5B Aided No	Other	
					1st	56
						58
In the newspapers	1	1	1	2		60
						62
In magazines	2	2	1	2		64
						66
On the radio	3	3	1	2		68
						70
On television	4	4	1	2		72
						74
In a pamphlet or brochure	5	5	1	2		
Through friends	6	6	1	2	Aided	
						75
From health professionals such as doctors or nurses	7	7	1	2		76
						77
						78
From teachers at school	8	8	1	2		79
						80
From parents	9	9	1	2		81
						82
Other [SPECIFY] _____		_____				83
_____		_____				

5B. [FOR EACH ITEM NOT MENTIONED IN QU. 5A, ASK :] Have you seen or heard anything about AIDS or its prevention .. [READ ITEM AND RECORD ABOVE.]

6A. Have you seen or heard any messages about AIDS or its prevention that have been sponsored by a particular company or organization?

Yes	1	CONTINUE	84
No	2	SKIP TO QU. 7	

6B. Who sponsored these messages?

First Mention _____	86
Second Mention _____	88
Third Mention _____	90
Do Not Know / Not Stated 99	

7A. As you probably know, some diseases spread from person to person while other diseases do not. To the best of your knowledge, is AIDS a disease that can be spread from person to person?

Yes	1	CONTINUE	91
Depends	2	CONTINUE	
No	3	SKIP TO QU. 8	
[Do not know]	4	SKIP TO QU. 8	

7B. Is AIDS spread by bacteria, a virus, a fungus or by some other means?

Bacteria	1	SKIP TO QU. 8	93
Virus	2	CONTINUE	
Fungus	3	SKIP TO QU. 8	
Other [SPECIFY] _____		SKIP TO QU. 8	
[Do not know]	99	SKIP TO QU. 8	

7C. As best you can remember, what is the name of the virus that causes AIDS?

_____ __ 95
_____ __ 97
_____

8. AIDS is spread by a virus that is called the Human Immunodeficiency Virus, or HIV virus. It has also been called the HTLV-3 virus. When someone is first infected by the HIV virus, are they more likely to look healthy or are they more likely to look sick?

Healthy ---------- 1
Sick ---------- 2
[Do not know] ---------- 3

__ 98

9. About how many people in Alberta do you estimate are presently infected with the virus that causes AIDS?

_____ people — — — — — — 105

10. Of the people infected with the HIV virus, do all or most of them have the disease AIDS, or do only some of them have AIDS?

All or most of them ---- 1
Only some of them ------ 2
[Do not know] ---------- 3

__ 106

11. I am now going to read some ways that people may or may not become infected with the HIV virus that causes AIDS. To the best of your knowledge, has anyone ever caught the infection ... [READ LIST - ROTATE FROM X.]

		Yes	No	Depends	Do Not Know	
___	a) from food	1	2	3	4	__ 107
___	b) from mosquitoes	1	2	3	4	__ 108
___	c) from receiving a blood transfusion, blood products or an organ donation	1	2	3	4	__ 109
___	d) when donating or giving blood	1	2	3	4	__ 110
___	e) through sexual contact	1	2	3	4	__ 111
___	f) from public washroom facilities	1	2	3	4	__ 112
___	g) by shaking hands with someone infected with the HIV virus	1	2	3	4	__ 113
___	h) by working with someone who is infected with the HIV virus	1	2	3	4	__ 114
___	i) by caring for an AIDS patient	1	2	3	4	__ 115
___	j) from sharing intravenous drug equipment	1	2	3	4	__ 116
___	k) from a swimming pool	1	2	3	4	__ 117
___	l) from kissing	1	2	3	4	__ 118
___	m) from mother to baby during pregnancy	1	2	3	4	__ 119

12. What is the most common way that people become infected with the virus that causes AIDS?

_____ __ 121

_____ __ 123

13A. Most people who were infected with the HIV virus that causes AIDS acquired the infection through sexual contact with another infected person. Consequently AIDS is primarily a sexually transmitted disease. In your view, is it very necessary, somewhat necessary, or not at all necessary to inform the general public about AIDS, its causes and its methods of prevention.

Very necessary ---------	1	SKIP TO QU. 14	__ 124
Somewhat necessary -----	2	SKIP TO QU. 14	
Not at all necessary ---	3	CONTINUE	
[Do not know] ----------	4	SKIP TO QU. 14	

13B. [IF 'NOT AT ALL NECESSARY' ASK :] [OTHERWISE SKIP TO QU. 14]
What is the main reason you feel that way?

_____ __ 126

_____ __ 128

_____

[NOW SKIP TO QU. 15]

14. In order to adequately inform people about how to protect themselves against AIDS, sexually explicit information may be required. In your view, should sexually explicit information be available ...
[READ LIST - ROTATE FROM X]

		Yes	No	Not Sure	
___	a) In junior high schools -----	1	2	3	__ 129
___	b) In senior high schools -----	1	2	3	__ 130
___	c) In newspapers -------------	1	2	3	__ 131
___	d) On the radio --------------	1	2	3	__ 132
___	e) On television -------------	1	2	3	__ 133
___	f) In magazines --------------	1	2	3	__ 134
___	g) In pamphlets/brochures -----	1	2	3	__ 135

15. In the next section of the questionnaire, I use some sexually explicit language. Are you willing to participate in this section of the study, or would you prefer not to?
[IF NECESSARY, READ LIST OF LANGUAGE]

Willing to participate -	1	CONTINUE
Prefer not to ----------	2	SKIP TO SECTION 3

__ 136

SECTION 2

16. I am now going to describe some sexual lifestyles and if you do not understand some of these lifestyles, please say so. For each lifestyle, I would like you to indicate if you consider that lifestyle to be safe or dangerous when it comes to getting AIDS, and whether that is very or somewhat safe or dangerous. And the first lifestyle is ...
[READ LIST - ROTATE FROM X]

	Safe		Dangerous			
	Very	Some-what	Some-what	Very	DK NS	
___ a) Two people who have had sex only with each other over the past five years	1	2	3	4	5	__ 137
___ b) A person who has had two or three different sexual partners over the past five years	1	2	3	4	5	__ 138
___ c) A person who has had many different sexual partners over the past five years	1	2	3	4	5	__ 139
___ d) A person who has had no sex at all over the past five years	1	2	3	4	5	__ 140
___ e) Someone who uses a condom every time they have sex	1	2	3	4	5	__ 141
___ f) Someone who uses a spermicide every time they have sex	1	2	3	4	5	__ 142
___ g) Somone who uses a condom as well as a spermicide every time they have sex	1	2	3	4	5	__ 143
___ h) Passionate or deep kissing with no sexual intercourse	1	2	3	4	5	__ 144
___ i) Sexual massage or petting with no sexual intercourse	1	2	3	4	5	__ 145
___ j) A person who has sex with a man who has had sex with another man	1	2	3	4	5	__ 146
___ k) A person who has sex with an intravenous drug user	1	2	3	4	5	__ 147

17. Next is a list of statements and for each I would like you to tell me if you agree or disagree with that statement, and whether that is strongly or moderately.

	Agree		Disagree			
	Strong	Moder	Moder	Strong	DK	
a) The threat of AIDS has caused you to change your sexual habits	1	2	3	4	5	__ 148
b) Women cannot get AIDS through sexual intercourse	1	2	3	4	5	__ 149
c) Men who have sex with men are the only ones who get AIDS through sex	1	2	3	4	5	__ 150
d) Bodily fluids must be exchanged in order to catch the virus that causes AIDS	1	2	3	4	5	__ 151

SECTION 3

18. How well informed do you feel about AIDS and its prevention? Do you feel ... [READ LIST]

Very well informed ----- 1
Fairly well informed --- 2
Not too well informed -- 3
or Not at all informed ---- 4
[Not Stated] ---------- 5

__ 152

19. Next is a list of different topics of information that could be distributed to the public to promote the prevention of AIDS and I would like to know if you, personally, would like to have more information on that subject. Would you like more information about ... [READ LIST - ROTATE FROM X]

		Yes	No	Not Sure Don't Know	
___	a) How a person knows if they have AIDS	1	2	3	__ 153
___	b) The cause of AIDS	1	2	3	__ 154
___	c) How the HIV virus is spread	1	2	3	__ 155
___	d) Safer sexual habits	1	2	3	__ 156
___	e) Confidential counselling and testing for infection with the HIV virus	1	2	3	__ 157
___	f) How to protect yourself from HIV infection	1	2	3	__ 158
___	g) Treatment and care of AIDS patients	1	2	3	__ 159

20. Without naming the actual person, who would you go to if you wanted to talk to someone about AIDS or HIV infection?

__ __ 161
_____
__ __ 163
_____

21A. Thinking about various groups and organizations, which one do you think is capable of providing you with the most accurate, reliable and up-to-date information about AIDS and its prevention.

__ __ 165
_____
__ __ 167
_____
__ __ 169
_____

NONE ---------- 98
Don't Know/Not Stated - 99

21B. Have you been in contact with any individual, group or organization for information or advice about AIDS?

Yes ---------- 1 CONTINUE
No ---------- 2 SKIP TO QU. 22
[Not Stated] ---------- 3 SKIP TO QU. 22

__ 170

21C. [IF YES IN QU. 21B :] Which ones?

__ __ 172

_____

__ __ 174

_____

22. And now I would like you to tell me if you agree or disagree with each of the following statements, and whether that is strongly or moderately. [READ LIST - ROTATE FROM X]

		Agree		Disagree			
		Strong	Moder	Moder	Strong	DK	
___	a) When someone goes to their doctor for testing for HIV infection, then the doctor must keep the test results confidential with the patient	1	2	3	4	5	__ 175
___	b) When someone goes to a sexually transmistted disease clinic for testing for HIV infection, then the clinic must keep the test results confidential with the patient	1	2	3	4	5	__ 176
___	c) AIDS patients should be quarantined so they are not in contact with the general public	1	2	3	4	5	__ 177
___	d) Public health officials should locate and test anyone who may have had sex with someone who has tested positive for the HIV virus	1	2	3	4	5	__ 178
___	e) You would feel safe if a home for AIDS patients is located in your neighbourhood	1	2	3	4	5	__ 179
___	f) Couples should be tested for AIDS before they get married	1	2	3	4	5	__ 180
___	g) Because of AIDS, a career in the health profession can be too risky	1	2	3	4	5	__ 181
___	h) People must not donate blood if they think they might be infected with the virus that causes AIDS	1	2	3	4	5	__ 182

23. How afraid are you that you or someone close to you will get AIDS? Would you say that you are ... [READ LIST]

__ 183

Extremely afraid ------- 1
Very afraid ------------ 2
Somewhat afraid -------- 3
Not very afraid -------- 4
or Not at all afraid ------ 5
[Not Stated] ----------- 6

BASIC DATA

Now I just have a few more questions so we may classify your answers along with all the other people who have taken part in this survey.

24. About how many years have you lived in Alberta?

_____ years __ __ 185

25. What grade are you in at school?

Grade _____ __ __ 187
Not in school --------- 13
[Refused] ------------ 14

26. And would you describe yourself as ...

Protestant ---------- 1 __ __ 189
Catholic ---------- 2
or some other religious denomination
[SPECIFY]

_____

[Refused] ---------- 99

__ 190

THANK YOU VERY MUCH FOR YOUR CO-OPERATION.